British Columbia Sports Economy Scorecard

BC STATS

BRITISH COLUMBIA

Corporate Channels
Service Delivery Division

Ministry of
Management Services

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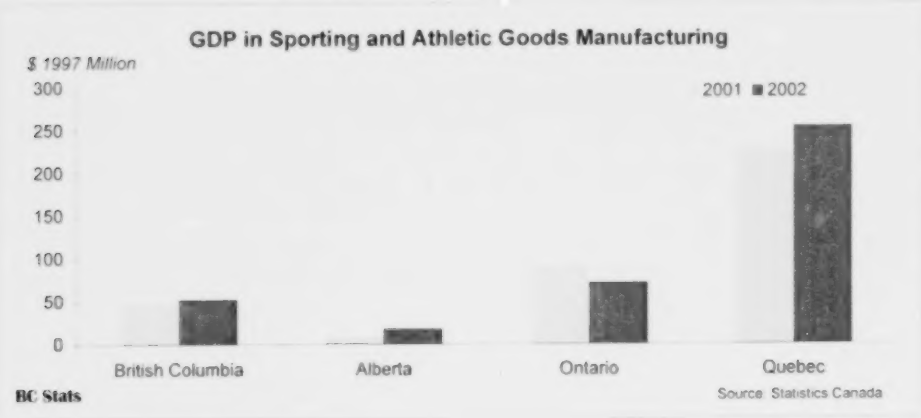
Economic Indicators

GDP in Sporting and Athletic Goods Manufacturing
($ 1997 Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**27.6**	**39.3**	**33.7**	**41.2**	**45.3**	**52.1**
% change		***42.4***	***-14.2***	***22.3***	***10.0***	***15.0***
Alberta	x	x	7.1	7.2	8.1	17.6
% change		x	x	*1.4*	*12.5*	*117.3*
Ontario	162.2	147.0	174.3	110.3	91.4	71.3
% change		*-9.4*	*18.6*	*-36.7*	*-17.1*	*-22.0*
Quebec	345.6	396.7	295.8	239.6	226.5	254.1
% change		*14.8*	*-25.4*	*-19.0*	*-5.5*	*12.2*
Canada	542.7	593.3	515.3	401.1	373.4	397.3
% change		*9.3*	*-13.1*	*-22.2*	*-6.9*	*6.4*
% of Total GDP	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	*0.03*	*0.04*	*0.03*	*0.04*	*0.04*	*0.04*
Alberta	x	x	*0.01*	*0.01*	*0.01*	*0.01*
Ontario	*0.05*	*0.04*	*0.05*	*0.03*	*0.02*	*0.02*
Quebec	*0.20*	*0.22*	*0.16*	*0.12*	*0.11*	*0.12*
Canada	*0.07*	*0.07*	*0.06*	*0.04*	*0.04*	*0.04*
% of Canadian Total	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	***5.1***	***6.6***	***6.5***	***10.3***	***12.1***	***13.1***
Alberta	x	x	x	*1.8*	*2.2*	*4.4*
Ontario	*29.9*	*24.8*	*33.8*	*27.5*	*24.5*	*17.9*
Quebec	*63.7*	*66.9*	*57.4*	*59.7*	*60.7*	*64.0*
Canada	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

BC Stats Source: Statistics Canada



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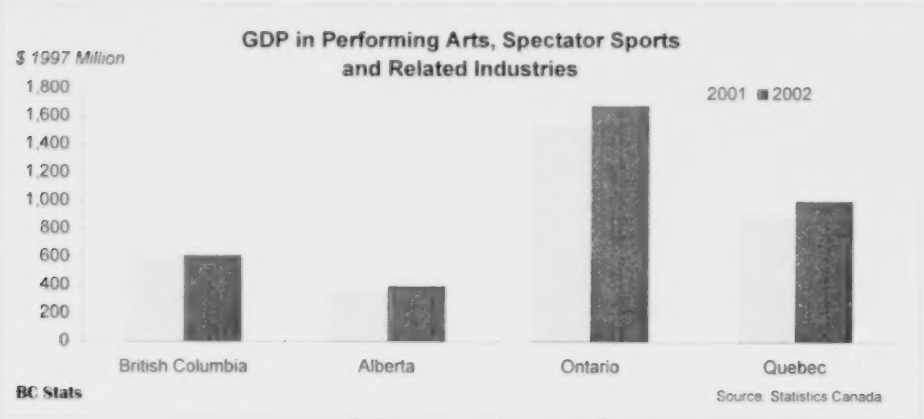
GDP in Performing Arts, Spectator Sports and Related Industries*
($ 1997 Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**580.1**	**545.6**	**553.0**	**584.2**	**609.7**	**610.7**
% change		*-5.9*	*1.4*	*5.6*	*4.4*	*0.2*
Alberta	364.4	344.2	355.6	365.8	361.9	389.0
% change		*-5.5*	*3.3*	*2.9*	*-1.1*	*7.5*
Ontario	1,402.5	1,467.5	1,479.7	1,521.2	1,535.4	1,673.9
% change		*4.6*	*0.8*	*2.8*	*0.9*	*9.0*
Quebec	682.5	853.1	895.7	893.9	892.0	997.0
% change		*25.0*	*5.0*	*-0.2*	*-0.2*	*11.8*
Canada	3,350.0	3,527.1	3,615.2	3,714.2	3,754.2	4,034.2
% change		*5.3*	*2.5*	*2.7*	*1.1*	*7.5*
% of Total GDP	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	*0.55*	*0.51*	*0.51*	*0.51*	*0.53*	*0.52*
Alberta	*0.36*	*0.32*	*0.33*	*0.32*	*0.31*	*0.32*
Ontario	*0.42*	*0.42*	*0.40*	*0.39*	*0.39*	*0.41*
Quebec	*0.39*	*0.47*	*0.47*	*0.45*	*0.44*	*0.47*
Canada	*0.41*	*0.42*	*0.40*	*0.40*	*0.40*	*0.41*
% of Canadian Total	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	***17.3***	***15.5***	***15.3***	***15.7***	***16.2***	***15.1***
Alberta	*10.9*	*9.8*	*9.8*	*9.8*	*9.6*	*9.6*
Ontario	*41.9*	*41.6*	*40.9*	*41.0*	*40.9*	*41.5*
Quebec	*20.4*	*24.2*	*24.8*	*24.1*	*23.8*	*24.7*
Canada	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

BC Stats Source: Statistics Canada

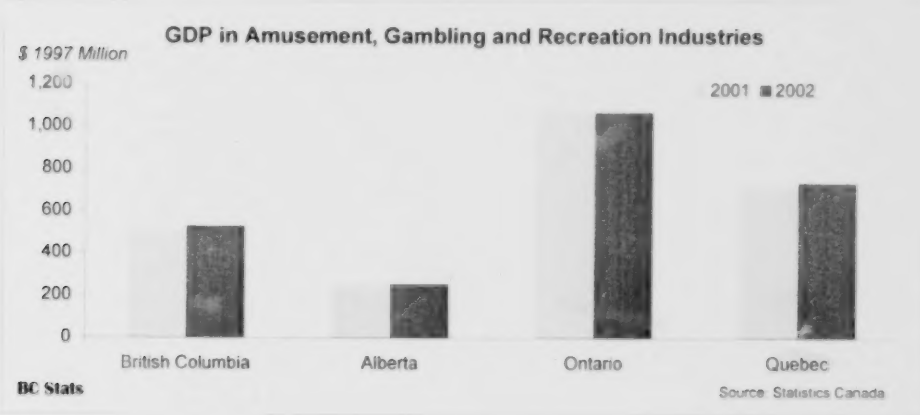


* *Performing Arts, Spectator Sports & Related Industries (NAICS 711)*
Includes:
Performing Arts Companies (7111)
Spectator Sports (7112)
Promoters of Performing Arts, Sports, etc. (7113)
Agents & Managers for Public Figures (7114)
Independent Artists, Writers & Performers (7115)

GDP in Amusement, Gambling and Recreation Industries*
($ 1997 Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**369.7**	**400.9**	**473.3**	**496.5**	**510.6**	**526.6**
% change		*8.4*	*18.1*	*4.9*	*2.8*	*3.1*
Alberta	242.1	232.6	226.5	245.0	248.5	250.7
% change		*-3.9*	*-2.6*	*8.2*	*1.4*	*0.9*
Ontario	916.9	869.3	908.3	1,013.0	1,068.4	1,065.1
% change		*-5.2*	*4.5*	*11.5*	*5.5*	*-0.3*
Quebec	477.5	472.4	549.7	647.1	710.6	733.0
% change		*-1.1*	*16.4*	*17.7*	*9.8*	*3.2*
Canada	2,178.8	2,174.7	2,376.2	2,640.3	2,787.3	2,827.4
% change		*-0.2*	*9.3*	*11.1*	*5.6*	*1.4*
% of Total GDP	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	*0.35*	*0.38*	*0.43*	*0.44*	*0.45*	*0.45*
Alberta	*0.24*	*0.22*	*0.21*	*0.21*	*0.21*	*0.21*
Ontario	*0.28*	*0.25*	*0.24*	*0.26*	*0.27*	*0.26*
Quebec	*0.27*	*0.26*	*0.29*	*0.32*	*0.35*	*0.35*
Canada	*0.27*	*0.26*	*0.27*	*0.28*	*0.29*	*0.29*
% of Canadian Total	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	***17.0***	***18.4***	***19.9***	***18.8***	***18.3***	***18.6***
Alberta	*11.1*	*10.7*	*9.5*	*9.3*	*8.9*	*8.9*
Ontario	*42.1*	*40.0*	*38.2*	*38.4*	*38.3*	*37.7*
Quebec	*21.9*	*21.7*	*23.1*	*24.5*	*25.5*	*25.9*
Canada	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

BC Stats Source: Statistics Canada

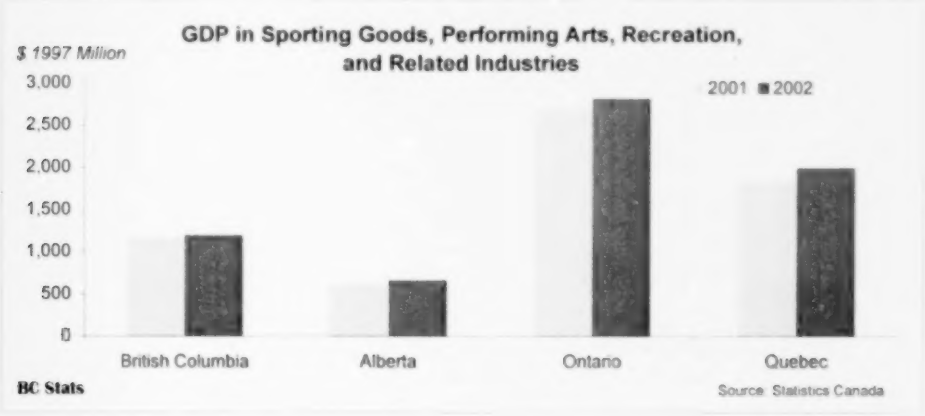


* *Amusement, Gambling & Recreation Industries (NAICS 713)*
Includes:
Amusement Parks & Arcades (7131)
Gambling Industries (7132)
Other Amusement & Recreation Industries (7139): Golf Courses & Country Clubs, Skiing Facilities, Fitness & Recreational Sports Centres, etc.

GDP in Sporting Goods, Performing Arts, Recreation, and Related Industries* ($ 1997 Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**977.4**	**985.8**	**1,060.0**	**1,121.9**	**1,165.6**	**1,189.4**
% change		*0.9*	*7.5*	*5.8*	*3.9*	*2.0*
Alberta	x	x	589.2	618.0	618.5	657.3
% change		x	x	*4.9*	*0.1*	*6.3*
Ontario	2,481.6	2,483.8	2,562.3	2,644.5	2,695.2	2,810.3
% change		*0.1*	*3.2*	*3.2*	*1.9*	*4.3*
Quebec	1,505.6	1,722.2	1,741.2	1,780.6	1,829.1	1,984.1
% change		*14.4*	*1.1*	*2.3*	*2.7*	*8.5*
Canada	6,071.5	6,295.1	6,506.7	6,755.6	6,914.9	7,258.9
% change		*3.7*	*3.4*	*3.8*	*2.4*	*5.0*
% of Total GDP	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	*0.93*	*0.93*	*0.97*	*0.99*	*1.02*	*1.02*
Alberta	x	x	*0.54*	*0.54*	*0.52*	*0.55*
Ontario	*0.75*	*0.71*	*0.69*	*0.68*	*0.68*	*0.68*
Quebec	*0.86*	*0.95*	*0.91*	*0.89*	*0.90*	*0.94*
Canada	*0.74*	*0.74*	*0.73*	*0.72*	*0.73*	*0.74*
% of Canadian Total	***1997***	***1998***	***1999***	***2000***	***2001***	***2002***
British Columbia	***16.1***	***15.7***	***16.3***	***16.6***	***16.9***	***16.4***
Alberta	x	x	*9.1*	*9.1*	*8.9*	*9.1*
Ontario	*40.9*	*39.5*	*39.4*	*39.1*	*39.0*	*38.7*
Quebec	*24.8*	*27.4*	*26.8*	*26.4*	*26.5*	*27.3*
Canada	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

BC Stats Source: Statistics Canada

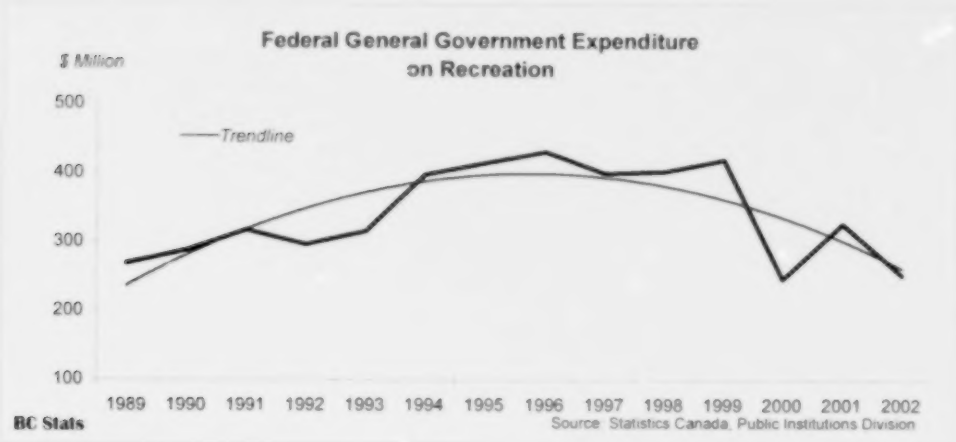


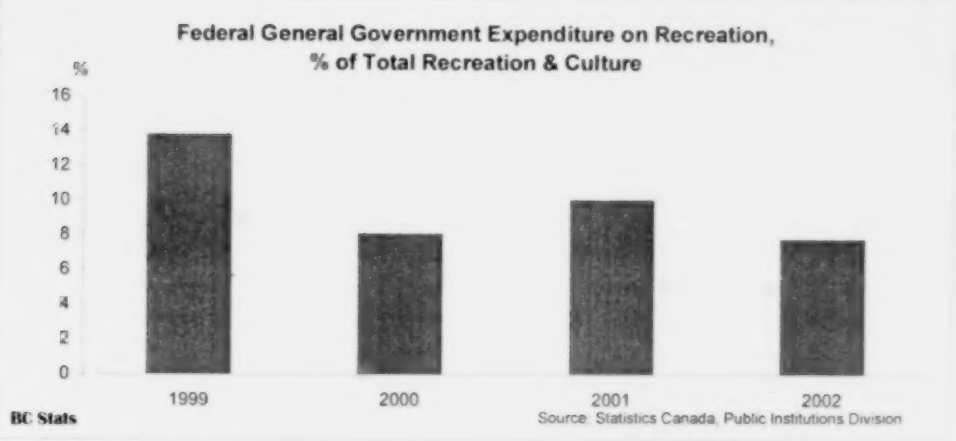
* *Includes:*
Sporting and Athletic Goods Manufacturing (NAICS 339920)
Performing Arts, Spectator Sports & Related Industries (NAICS 711)
Amusement, Gambling & Recreation Industries (NAICS 713)
x Confidential Data

Federal General Government Expenditure on Recreation and Culture ($ Million)

Fiscal Year Ending in:	*1997*	*1998*	*1999*	*2000*	*2001*	*2002*
Recreation	**399**	**402**	**419**	**246**	**326**	**252**
% change	*-7.2*	*0.8*	*4.2*	*-41.3*	*32.5*	*-22.7*
% of total recreation & culture	*14.1*	*14.4*	*13.8*	*8.1*	*10.1*	*7.8*
Total Recreation and Culture	2839	2,796	3,033	3,044	3,243	3,238
% change	*0.1*	*-1.5*	*8.5*	*0.4*	*6.5*	*-0.2*

BC Stats Source: Statistics Canada, Public Institutions Division

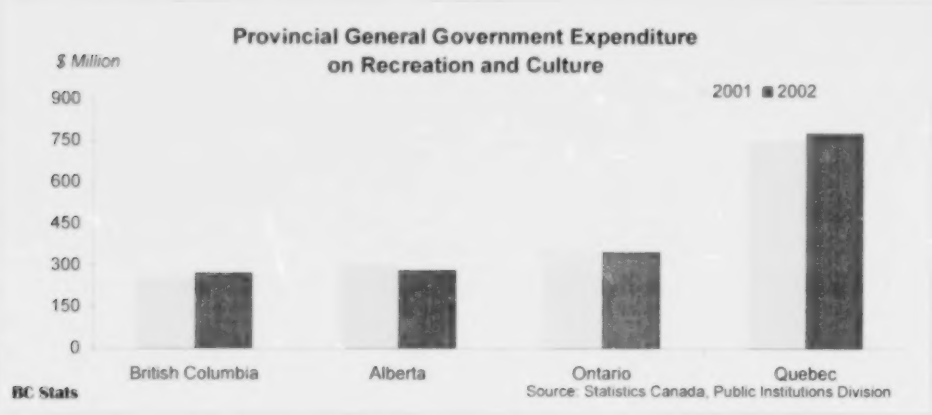


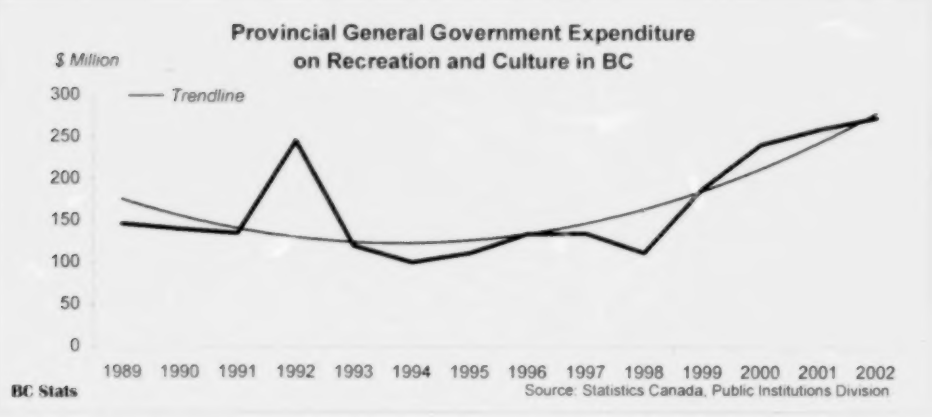


Provincial General Government Expenditure on Recreation and Culture*
($ Million)

Fiscal Year Ending in:	*1997*	*1998*	*1999*	*2000*	*2001*	*2002*
British Columbia	**135**	**112**	**188**	**241**	**259**	**273**
% change	***0.7***	***-17.0***	***67.9***	***28.2***	***7.5***	***5.4***
Alberta	142	115	167	241	304	282
% change	*-26.0*	*-19.0*	*45.2*	*44.3*	*26.1*	*-7.2*
Ontario	461	422	363	370	349	348
% change	*-21.6*	*-8.5*	*-14.0*	*1.9*	*-5.7*	*-0.3*
Quebec	597	551	612	717	746	777
% change	*6.4*	*-7.7*	*11.1*	*17.2*	*4.0*	*4.2*
Canada	1,714	1,590	1,728	1,961	2,065	2,108
% change	*-6.4*	*-7.2*	*8.7*	*13.5*	*5.3*	*2.1*

BC Stats Source: Statistics Canada, Public Institutions Division



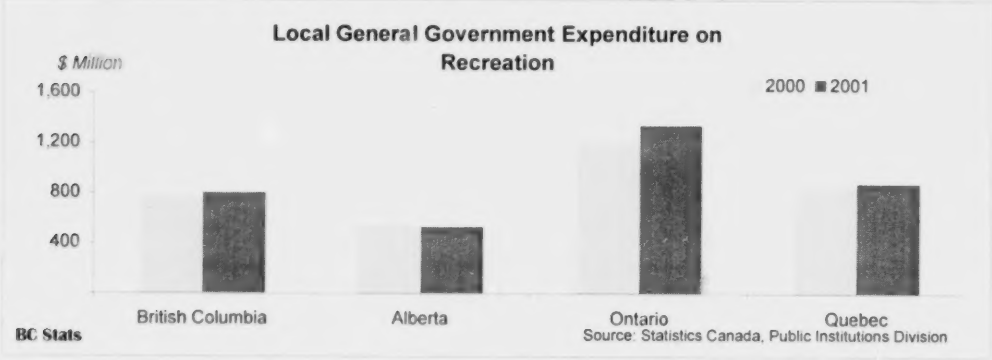


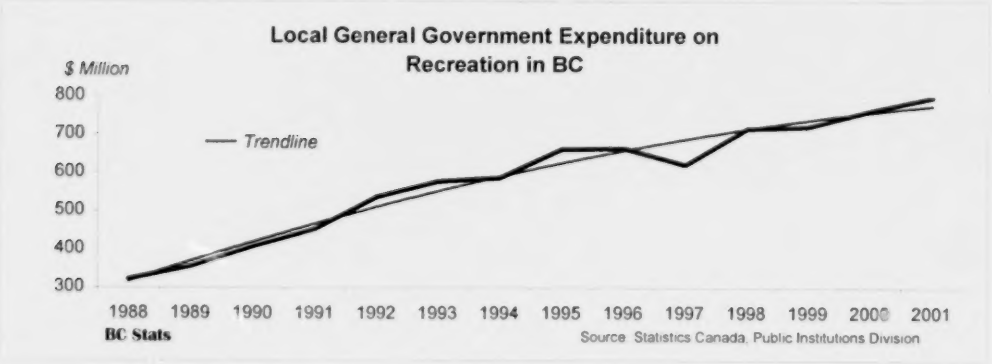
* Separate data for recreation is not available

Local General Government Expenditure on Recreation and Culture*
($ Million)

Fiscal Year Ending in:	*1997*	*1998*	*1999*	*2000*	*2001*
British Columbia					
Recreation	**619.8**	**714.4**	**719.8**	**762.1**	**797.4**
% change	*-6.4*	*15.3*	*0.8*	*5.9*	*4.6*
Total Recreation & Culture	**833.1**	**911.1**	**918.4**	**992.9**	**1,030.0**
Alberta					
Recreation	423.7	439.6	447.5	533.6	525.5
% change	*4.7*	*3.8*	*1.8*	*19.2*	*-1.5*
Total Recreation & Culture	532.5	555.3	576.0	677.0	665.5
Ontario					
Recreation	1,192.7	1,231.1	1,262.1	1,191.2	1,339.9
% change	*-10.5*	*3.2*	*2.5*	*-5.6*	*12.5*
Total Recreation & Culture	1,742.0	1,717.9	1,803.5	1,811.0	2,019.5
Quebec					
Recreation	813.8	830.5	837.9	838.8	876.3
% change	*-3.0*	*2.0*	*0.9*	*0.1*	*4.5*
Total Recreation & Culture	1,053.8	1,020.0	1,057.3	1,163.4	1,231.1

BC Stats Source: Statistics Canada, Public Institutions Division



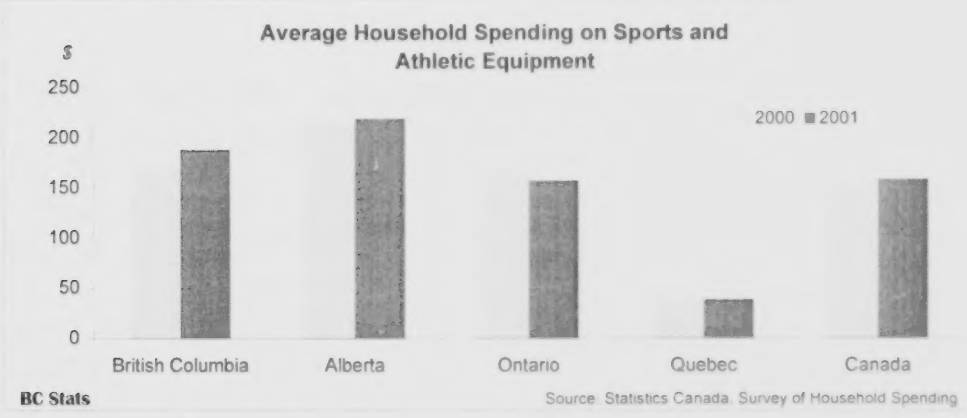


** Data for 2002 is not available*

Household Spending on Sports and Athletic Equipment

	1997	1998	1999	2000	2001
Average Spending ($)					
British Columbia	**168**	**141**	**156**	**170**	**188**
Alberta	197	203	203	213	219
Ontario	151	139	134	164	157
Quebec	37	31	39	38	38
Canada	141	134	134	156	158
Households (#)					
British Columbia	**557,930**	**545,460**	**548,430**	**535,580**	**533,920**
Alberta	447,000	478,380	466,840	477,420	478,460
Ontario	1,497,670	1,521,950	1,394,380	1,553,130	1,507,590
Quebec	2,321,020	2,066,700	2,178,440	2,094,860	2,138,990
Canada	4,007,120	4,056,610	3,845,460	4,085,550	3,974,960
Total Spending ($ Million)					
British Columbia	**93.7**	**76.9**	**85.6**	**91.0**	**100.4**
% change		***-0.2***	***11.2***	***6.4***	***10.2***
Alberta	88.1	97.1	94.8	101.7	104.8
% change		*0.1*	*-2.4*	*7.3*	*3.0*
Ontario	226.1	211.6	186.8	254.7	236.7
% change		*-0.1*	*-11.7*	*36.3*	*-7.1*
Quebec	85.9	64.1	85.0	79.6	81.3
% change		*-0.3*	*32.6*	*-6.3*	*2.1*
Canada	565.0	543.6	515.3	637.3	628.0
% change		*0.0*	*-5.2*	*23.7*	*-1.5*

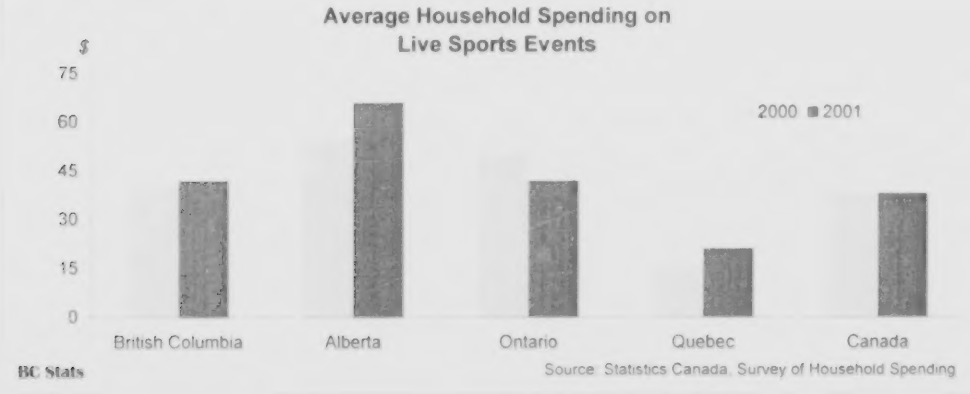
BC Stats Source: Statistics Canada, Survey of Household Spending



Household Spending on Live Sports Events

	1997	1998	1999	2000	2001
Average Spending ($)					
British Columbia	**39**	**33**	**37**	**40**	**42**
Alberta	56	52	71	55	66
Ontario	39	37	49	51	42
Quebec	28	14	19	16	21
Canada	37	31	39	38	38
Households (#)					
British Columbia	**287,350**	**260,220**	**304,850**	**287,700**	**286,160**
Alberta	265,610	281,250	293,980	285,340	300,610
Ontario	886,310	796,190	810,130	795,370	743,280
Quebec	467,360	335,070	347,260	327,550	392,080
Canada	2,321,020	2,066,700	2,178,440	2,094,860	2,138,990
Total Spending ($ Million)					
British Columbia	**11.2**	**8.6**	**11.3**	**11.5**	**12.0**
% change		***-0.2***	***31.4***	***2.0***	***4.4***
Alberta	14.9	14.6	20.9	15.7	19.8
% change		*0.0*	*42.7*	*-24.8*	*26.4*
Ontario	34.6	29.5	39.7	40.6	31.2
% change		*-0.1*	*34.8*	*2.2*	*-23.0*
Quebec	13.1	4.7	6.6	5.2	8.2
% change		*-0.6*	*40.7*	*-20.6*	*57.1*
Canada	85.9	64.1	85.0	79.6	81.3
% change		*-0.3*	*32.6*	*-6.3*	*2.1*

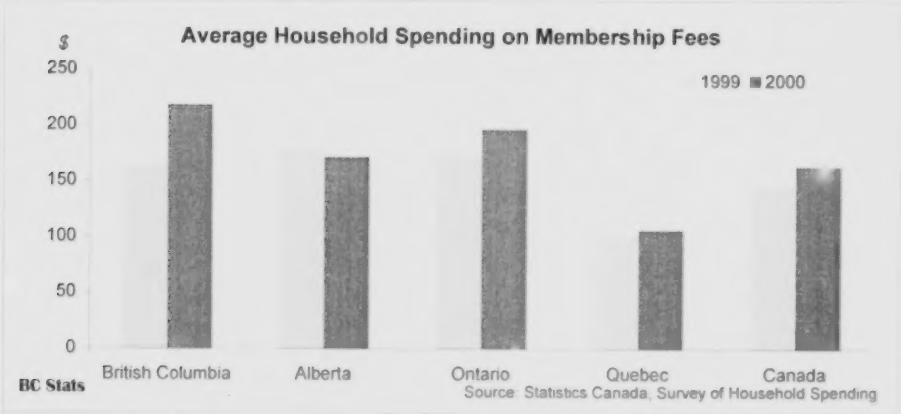
BC Stats Source: Statistics Canada, Survey of Household Spending



Household Spending on Membership Fees for Sports and Recreation Facilities*

	1997	1998	1999	2000
Average Spending ($)				
British Columbia	**161**	**189**	**164**	**218**
Alberta	162	180	176	171
Ontario	173	184	172	196
Quebec	101	93	101	106
Canada	142	149	146	163
Households (#)				
British Columbia	**487,460**	**547,450**	**547,980**	**550,550**
Alberta	370,910	395,390	390,260	389,680
Ontario	1,312,350	1,295,060	1,294,930	1,353,740
Quebec	707,050	673,630	646,880	652,880
Canada	3,384,520	3,413,640	3,397,480	3,450,330
Total Spending ($ Million)				
British Columbia	**78.5**	**103.5**	**89.9**	**120.0**
% change		***31.8***	***-13.1***	***33.6***
Alberta	60.1	71.2	68.7	66.6
% change		*18.4*	*-3.5*	*-3.0*
Ontario	227.0	238.3	222.7	265.3
% change		*5.0*	*-6.5*	*19.1*
Quebec	71.4	62.6	65.3	69.2
% change		*-12.3*	*4.3*	*5.9*
Canada	480.6	508.6	496.0	562.4
% change		*5.8*	*-2.5*	*13.4*

BC Stats Source: Statistics Canada, Survey of Household Spending



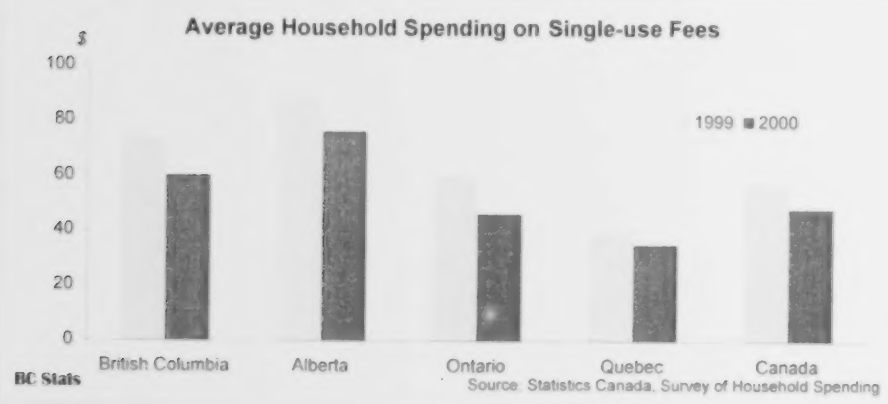
** Data for 2001 is not available*

Household Spending on Single-Use Fees for Sports and Recreation Facilities*

	1997	1998	1999	2000
Average Spending ($)				
British Columbia	**82**	**75**	**74**	**60**
Alberta	67	74	89	76
Ontario	54	68	60	46
Quebec	44	41	40	35
Canada	54	59	57	48
Households (#)				
British Columbia	**468,190**	**455,190**	**441,110**	**439,130**
Alberta	323,280	357,980	380,640	348,580
Ontario	886,110	889,630	837,730	760,590
Quebec	430,320	456,350	451,870	346,970
Canada	2,464,520	2,545,280	2,496,970	2,243,280
Total Spending ($ Million)				
British Columbia	**38.4**	**34.1**	**32.6**	**26.3**
% change		*-11.1*	*-4.4*	*-19.3*
Alberta	21.7	26.5	33.9	26.5
% change		*22.3*	*27.9*	*-21.8*
Ontario	47.8	60.5	50.3	35.0
% change		*26.4*	*-16.9*	*-30.4*
Quebec	18.9	18.7	18.1	12.1
% change		*-1.2*	*-3.4*	*-32.8*
Canada	133.1	150.2	142.3	107.7
% change		*12.8*	*-5.2*	*-24.3*

BC Stats

Source: Statistics Canada, Survey of Household Spending

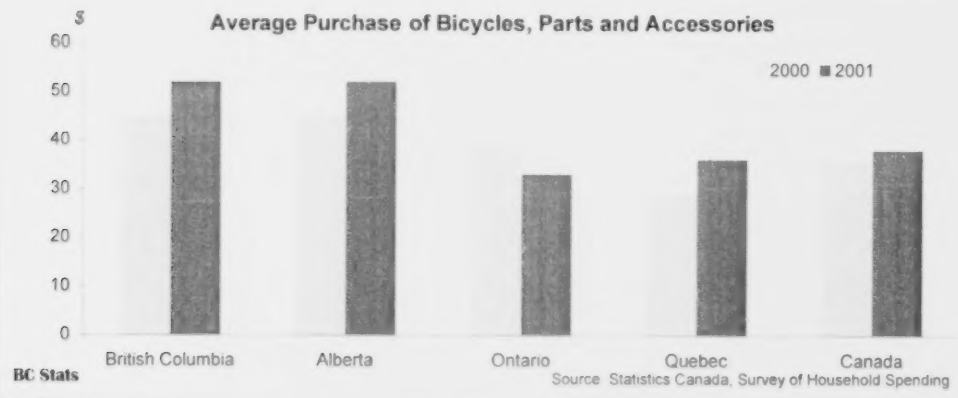


** Data for 2001 is not available*

Household Purchases of Bicycles, Parts and Accessories

	1997	1998	1999	2000	2001
Average Spending ($)					
British Columbia	**37**	**36**	**45**	**45**	**52**
Alberta	42	59	41	45	52
Ontario	36	29	31	39	33
Quebec	33	33	50	29	36
Canada	35	34	38	36	38
Households (#)					
British Columbia	**164,830**	**200,190**	**175,930**	**187,120**	**177,760**
Alberta	154,850	163,470	149,860	152,130	146,790
Ontario	463,390	499,150	478,990	562,160	495,100
Quebec	378,200	376,610	371,960	353,910	356,170
Canada	1,353,590	1,451,920	1,377,330	1,447,590	1,374,420
Total Spending ($ Million)					
British Columbia	**6.1**	**7.2**	**7.9**	**8.4**	**9.2**
% change		***18.2***	***9.9***	***6.4***	***9.8***
Alberta	6.5	9.6	6.1	6.8	7.6
% change		*48.3*	*-36.3*	*11.4*	*11.5*
Ontario	16.7	14.5	14.8	21.9	16.3
% change		*-13.2*	*2.6*	*47.7*	*-25.5*
Quebec	12.5	12.4	18.6	10.3	12.8
% change		*-0.4*	*49.6*	*-44.8*	*24.9*
Canada	47.4	49.4	52.3	52.1	52.2
% change		*4.2*	*6.0*	*-0.4*	*0.2*

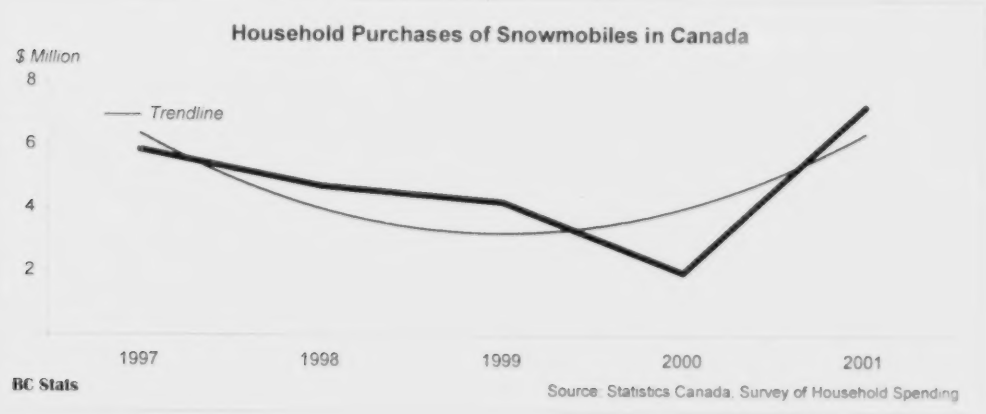
BC Stats Source: Statistics Canada, Survey of Household Spending



Household Purchases of Snowmobiles

	1997	1998	1999	2000	2001
Average Spending ($)					
British Columbia	x	x	x	x	x
Alberta	x	x	x	x	x
Ontario	x	x	x	x	x
Quebec	x	32	x	x	58
Canada	43	34	35	21	54
Households (#)					
British Columbia	x	x	x	x	x
Alberta	x	x	x	x	x
Ontario	x	x	x	x	x
Quebec	x	36,220	x	x	43,620
Canada	135,750	138,220	120,060	94,050	134,270
Total Spending ($ Million)					
British Columbia	x	x	x	x	x
% change	x	x	x	x	x
Alberta	x	x	x	x	x
% change	x	x	x	x	x
Ontario	x	x	x	x	x
% change	x	x	x	x	x
Quebec	x	1.2	x	x	2.5
% change		x	x	x	x
Canada	5.8	4.7	4.2	2.0	7.3
% change		*-19.5*	*-10.6*	*-53.0*	*267.1*

BC Stats Source: Statistics Canada, Survey of Household Spending

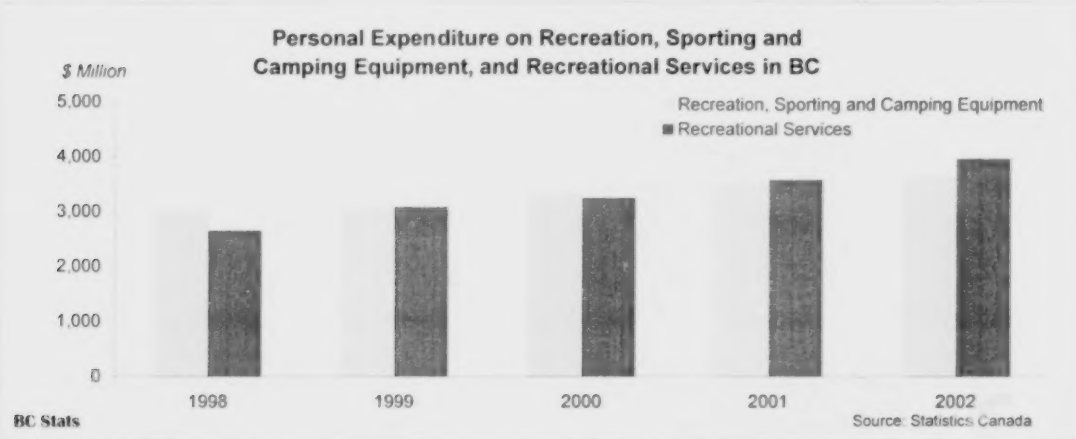


x Confidential Data

Personal Expenditure on Recreation, Sporting and Camping Equipment, and Recreational Services ($ Million)

	1998	1999	2000	2001	2002
British Columbia					
Recreation, Sporting and Camping Equipment	3,027.5	3,120.2	3,312.3	3,494.4	3,633.5
% change	*3.8*	*3.1*	*6.2*	*5.5*	*4.0*
Recreational Services	2,650.8	3,078.3	3,243.3	3,573.8	3,958.9
% change	*11.2*	*16.1*	*5.4*	*10.2*	*10.8*
Canada					
Recreation, Sporting and Camping Equipment	19,949.0	21,361.0	23,047.0	23,978.0	25,128.0
% change	*8.1*	*7.1*	*7.9*	*4.0*	*4.8*
Recreational Services	21,161.0	23,276.0	25,346.0	27,320.0	29,325.0
% change	*8.9*	*10.0*	*8.9*	*7.8*	*7.3*

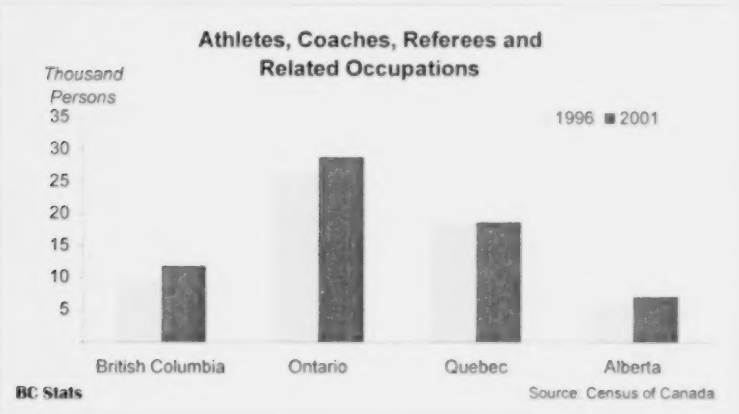
BC Stats Source: Statistics Canada



Occupations in Athletes, Coaches, Referees and Related (Persons)

	1991	1996	2001
British Columbia	**6,640**	**9,740**	**11,855**
% change		***46.7***	***21.7***
Alberta	4,860	6,220	7,065
% change		*28.0*	*13.6*
Ontario	19,255	26,135	28,815
% change		*35.7*	*10.3*
Quebec	16,990	18,490	18,690
% change		*8.8*	*1.1*
Canada	55,420	70,030	75,975
% change		*26.4*	*8.5*

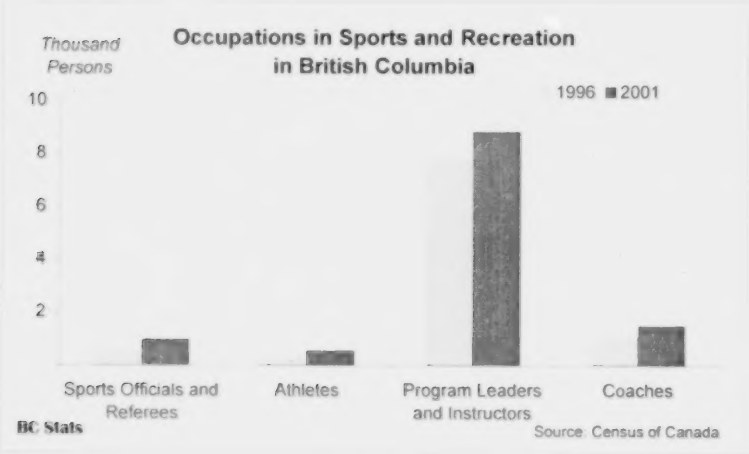
BC Stats Source: Census of Canada



Occupations in Sports and Recreation in British Columbia (Persons)

	1991	1996	2001
Athletes	260	300	530
% change		*15.4*	*76.7*
Coaches	705	1,095	1,505
% change		*55.3*	*37.4*
Sports Officials and Referees	130	510	975
% change		*292.3*	*91.2*
Program Leaders and Instructors	5,545	7,830	8,845
% change		*41.2*	*13.0*
Total	6,640	9,740	11,855
% change		*46.7*	*21.7*

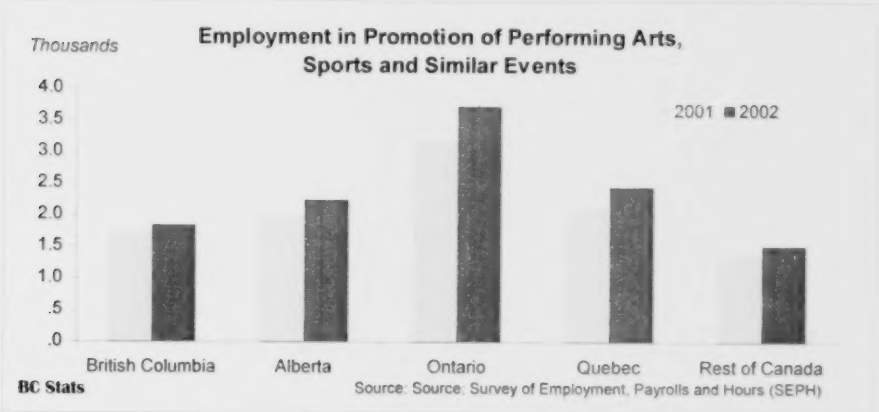
BC Stats Source: Census of Canada

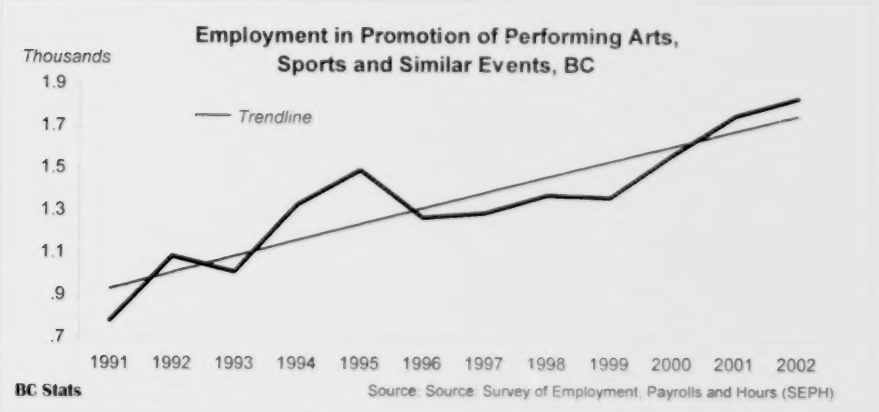


Promoters (Presenters) of Performing Arts, Sports and Similar Events
Employment (Persons)

	1997	1998	1999	2000	2001	2002
British Columbia	**1,290**	**1,373**	**1,364**	**1,568**	**1,751**	**1,834**
% change	*1.8*	*6.4*	*-0.7*	*15.0*	*11.7*	*4.7*
Alberta	1,860	1,866	1,859	1,931	1,983	2,233
% change	*8.2*	*0.3*	*-0.4*	*3.9*	*2.7*	*12.6*
Ontario	2,440	2,449	2,561	2,891	3,158	3,708
% change	*8.8*	*0.4*	*4.6*	*12.9*	*9.2*	*17.4*
Quebec	2,459	2,434	2,299	2,207	2,103	2,439
% change	*5.2*	*-1.0*	*-5.5*	*-4.0*	*-4.7*	*16.0*
Rest of Canada	1,407	1,217	1,170	1,252	1,350	1,511
% change	*-7.3*	*-13.5*	*-3.9*	*7.0*	*7.8*	*11.9*
Canada	9,456	9,339	9,253	9,849	10,345	11,725
% change	*4.1*	*-1.2*	*-0.9*	*6.4*	*5.0*	*13.3*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)

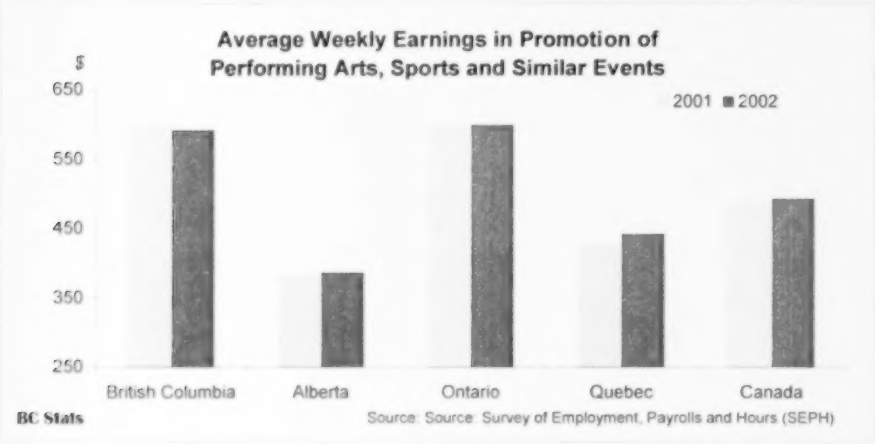


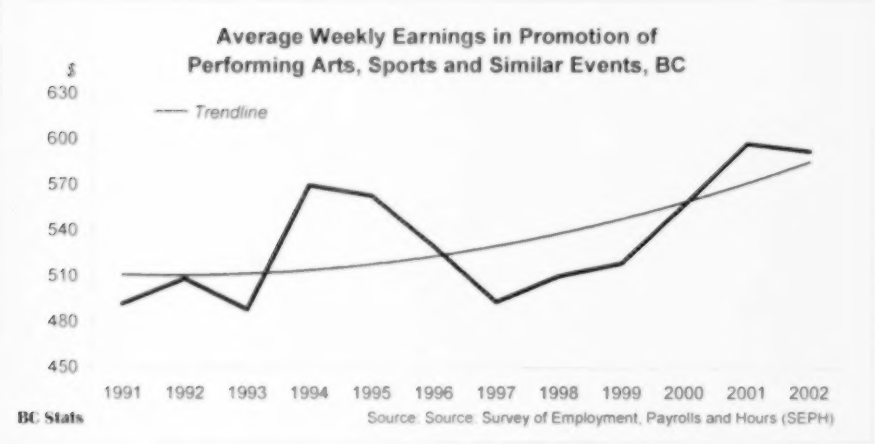


Promoters (Presenters) of Performing Arts, Sports and Similar Events
Average Weekly Earnings ($)

	1997	1998	1999	2000	2001	2002
British Columbia	**493.0**	**509.9**	**518.1**	**556.3**	**596.6**	**591.7**
% change	***-6.9***	***3.4***	***1.6***	***7.4***	***7.2***	***-0.8***
Alberta	371.7	332.9	347.9	365.2	383.0	386.3
% change	*6.8*	*-10.4*	*4.5*	*5.0*	*4.9*	*0.9*
Ontario	537.0	516.6	579.0	579.6	596.8	599.0
% change	*-5.1*	*-3.8*	*12.1*	*0.1*	*3.0*	*0.4*
Quebec	354.7	379.8	378.6	392.1	425.8	442.0
% change	*-3.0*	*7.1*	*-0.3*	*3.6*	*8.6*	*3.8*
Canada	414.7	416.7	441.5	458.0	487.4	492.4
% change	*-0.7*	*0.5*	*6.0*	*3.7*	*6.4*	*1.0*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)

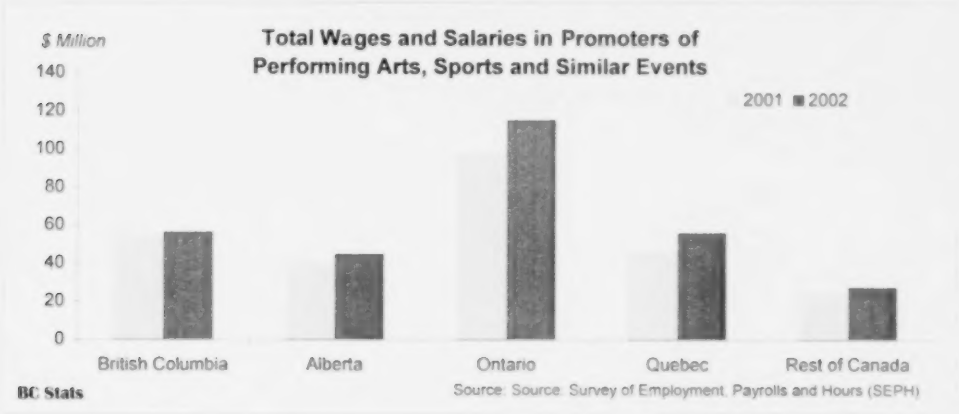


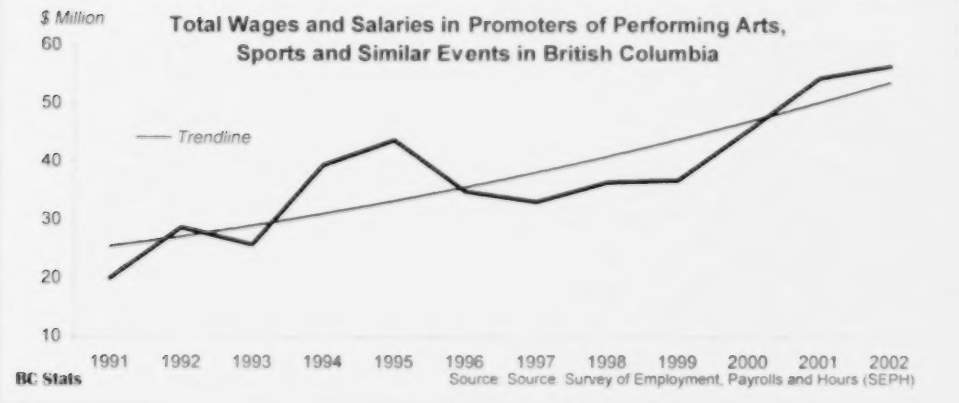


Promoters (Presenters) of Performing Arts, Sports and Similar Events
Wages and Salaries ($ Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**33.1**	**36.4**	**36.7**	**45.4**	**54.3**	**56.4**
% change	***-5.2***	***10.1***	***0.9***	***23.4***	***19.8***	***3.9***
Alberta	35.9	32.3	33.6	36.7	39.5	44.9
% change	*15.5*	*-10.1*	*4.1*	*9.0*	*7.7*	*13.6*
Ontario	68.1	65.8	77.1	87.1	98.0	115.5
% change	*3.2*	*-3.4*	*17.2*	*13.0*	*12.5*	*17.9*
Quebec	45.4	48.1	45.3	45.0	46.6	56.1
% change	*2.0*	*6.0*	*-5.9*	*-0.6*	*3.5*	*20.4*
Rest of Canada	21.4	19.8	19.7	20.4	23.8	27.4
% change	*3.3*	*-7.7*	*-0.5*	*3.6*	*16.7*	*15.1*
Canada	203.9	202.4	212.4	234.6	262.2	300.2
% change	*3.4*	*-0.8*	*5.0*	*10.4*	*11.8*	*14.5*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)

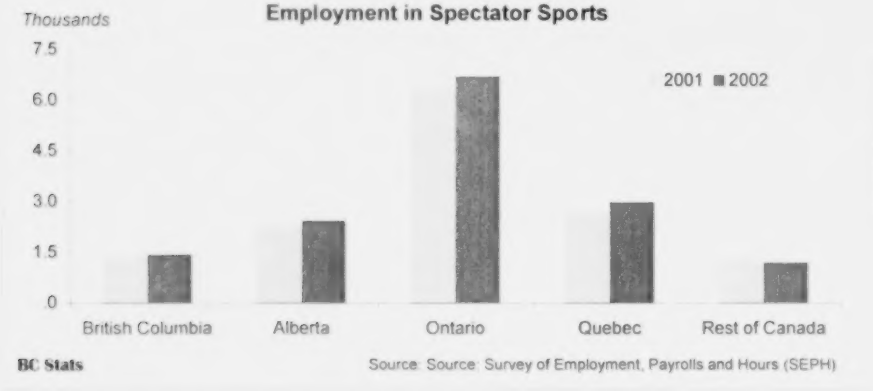




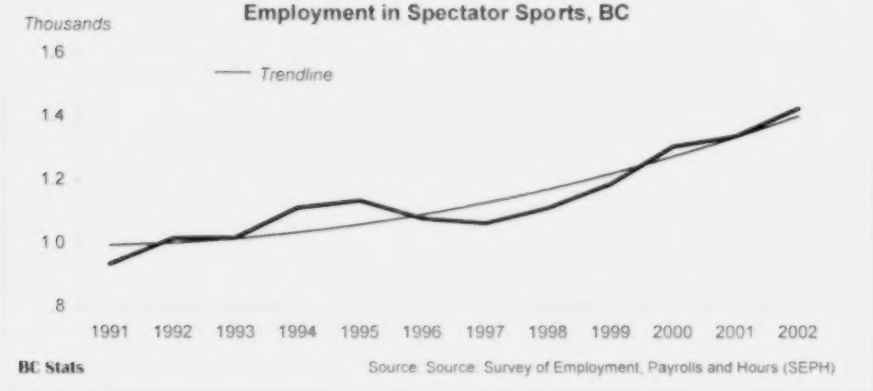
Spectator Sports
Employment (Persons)

	1997	1998	1999	2000	2001	2002
British Columbia	**1,061**	**1,108**	**1,184**	**1,302**	**1,334**	**1,423**
% change	***-1.4***	***4.4***	***6.9***	***10.0***	***2.5***	***6.7***
Alberta	2,160	2,132	2,056	2,150	2,201	2,416
% change	*9.4*	*-1.3*	*-3.6*	*4.6*	*2.4*	*9.8*
Ontario	5,555	5,402	5,148	6,273	6,373	6,691
% change	*13.1*	*-2.8*	*-4.7*	*21.9*	*1.6*	*5.0*
Quebec	1,778	2,023	2,150	2,335	2,668	2,966
% change	*-10.2*	*13.8*	*6.3*	*8.6*	*14.3*	*11.2*
Rest of Canada	1,218	1,143	1,108	1,195	1,233	1,183
% change	*8.7*	*-6.2*	*-3.1*	*7.9*	*3.2*	*-4.1*
Canada	11,772	11,808	11,646	13,255	13,809	14,679
% change	*6.4*	*0.3*	*-1.4*	*13.8*	*4.2*	*6.3*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)



BC Stats Source: Source: Survey of Employment, Payrolls and Hours (SEPH)

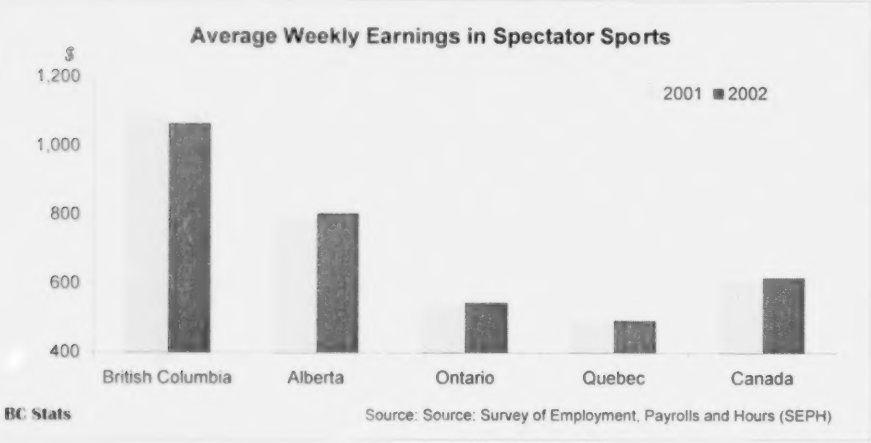


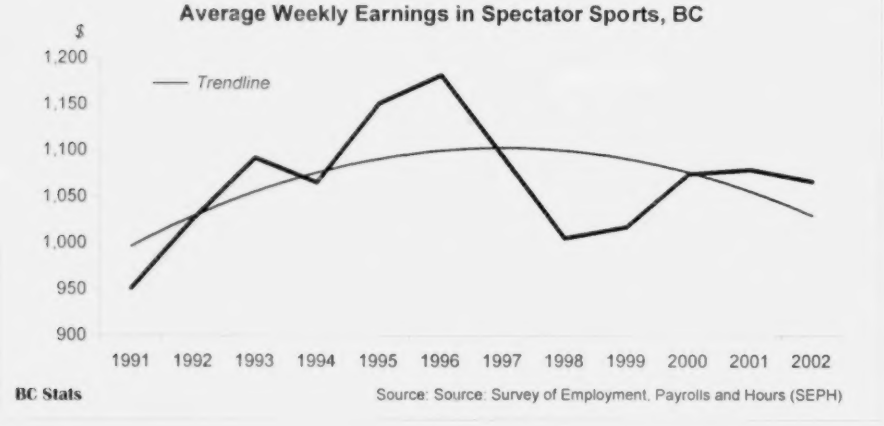
BC Stats Source: Source: Survey of Employment, Payrolls and Hours (SEPH)

Spectator Sports
Average Weekly Earnings ($)

	1997	1998	1999	2000	2001	2002
British Columbia	**1,093.5**	**1,005.0**	**1,017.3**	**1,074.6**	**1,079.5**	**1,066.8**
% change	***-7.4***	***-8.1***	***1.2***	***5.6***	***0.5***	***-1.2***
Alberta	796.3	704.8	730.5	764.1	785.9	804.4
% change	*6.3*	*-11.5*	*3.6*	*4.6*	*2.8*	*2.4*
Ontario	466.6	458.6	510.0	513.6	533.5	545.8
% change	*-3.4*	*-1.7*	*11.2*	*0.7*	*3.9*	*2.3*
Quebec	441.1	483.4	485.3	470.2	484.8	493.1
% change	*5.3*	*9.6*	*0.4*	*-3.1*	*3.1*	*1.7*
Canada	572.0	552.7	587.3	592.3	607.6	618.7
% change	*-1.1*	*-3.4*	*6.3*	*0.9*	*2.6*	*1.8*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)

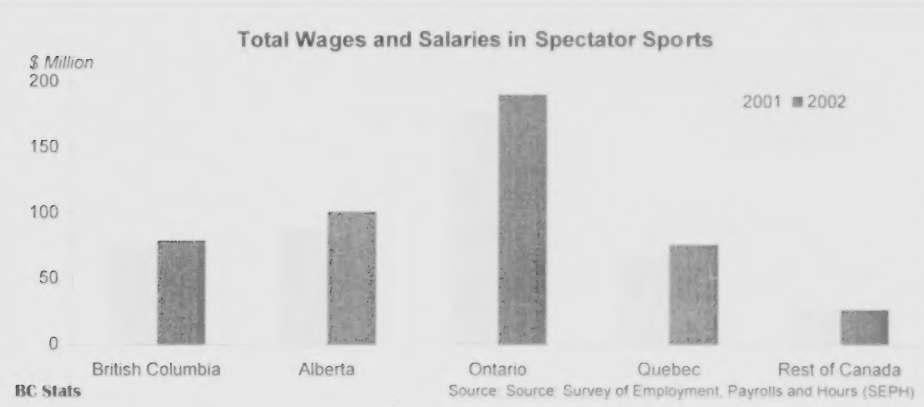


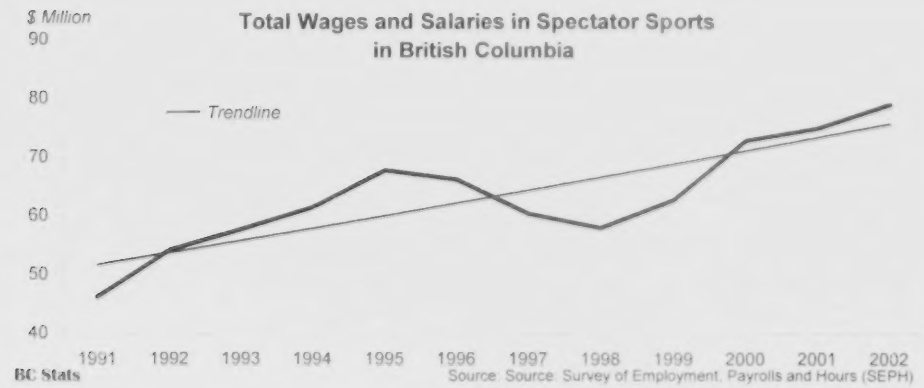


Spectator Sports
Wages and Salaries ($ Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**60**	**58**	**63**	**73**	**75**	**79**
% change	***-8.7***	***-4.0***	***8.2***	***16.2***	***2.9***	***5.4***
Alberta	89	78	78	85	90	101
% change	*16.4*	*-12.6*	*-0.1*	*9.4*	*5.3*	*12.4*
Ontario	135	129	137	168	177	190
% change	*9.3*	*-4.4*	*6.0*	*22.7*	*5.5*	*7.4*
Quebec	41	51	54	57	67	76
% change	*-5.4*	*24.7*	*6.7*	*5.2*	*17.8*	*13.1*
Rest of Canada	25	24	24	25	27	26
% change	*6.5*	*-4.9*	*2.3*	*5.4*	*7.7*	*-4.1*
Canada	350	339	356	408	436	472
% change	*5.2*	*-3.1*	*4.8*	*14.8*	*6.9*	*8.2*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)

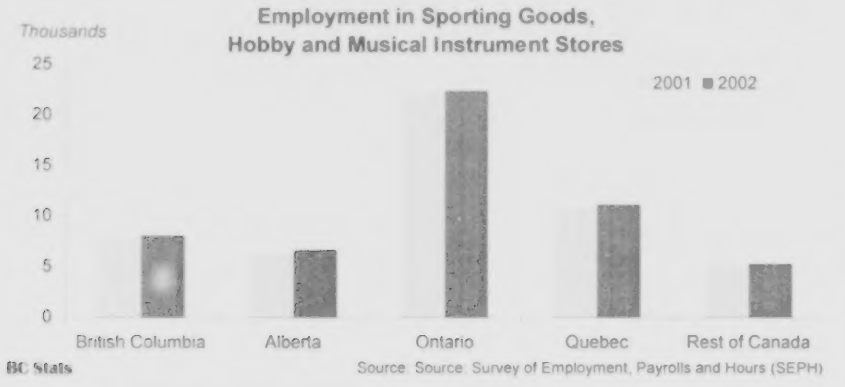


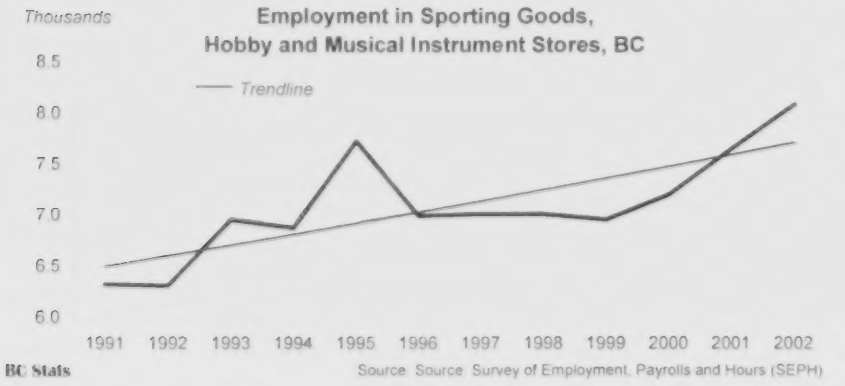


Sporting Goods, Hobby and Musical Instrument Stores
Employment (Persons)

	1997	1998	1999	2000	2001	2002
British Columbia	**7,016**	**7,014**	**6,960**	**7,205**	**7,658**	**8,090**
% change	*0.3*	*0.0*	*-0.8*	*3.5*	*6.3*	*5.6*
Alberta	5,958	6,213	5,843	6,118	6,283	6,655
% change	*12.9*	*4.3*	*-6.0*	*4.7*	*2.7*	*5.9*
Ontario	19,221	18,701	19,684	20,749	22,031	22,390
% change	*4.6*	*-2.7*	*5.3*	*5.4*	*6.2*	*1.6*
Quebec	10,045	10,263	10,282	10,449	10,642	11,156
% change	*1.9*	*2.2*	*0.2*	*1.6*	*1.8*	*4.8*
Rest of Canada	4,622	4,784	4,795	4,804	4,967	5,307
% change	*-1.3*	*3.5*	*0.2*	*0.2*	*3.4*	*6.8*
Canada	46,862	46,975	47,564	49,325	51,581	53,598
% change	*3.7*	*0.2*	*1.3*	*3.7*	*4.6*	*3.9*

BC Stats — Source: Survey of Employment, Payrolls and Hours (SEPH)

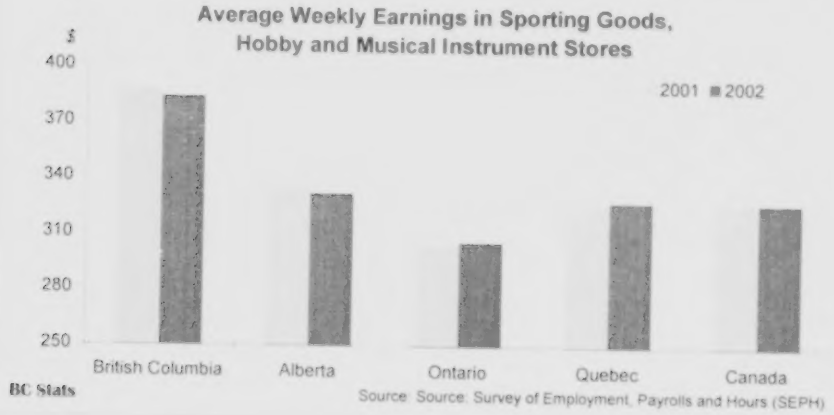


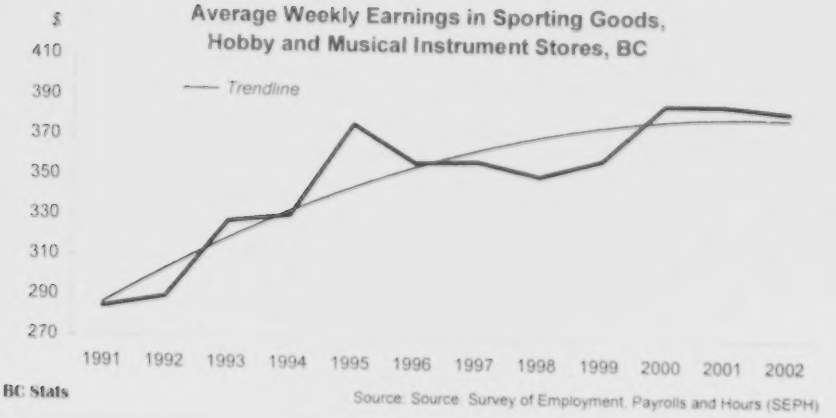


Sporting Goods, Hobby and Musical Instrument Stores
Average Weekly Earnings ($)

	1997	1998	1999	2000	2001	2002
British Columbia	**358.0**	**350.8**	**358.9**	**386.7**	**386.7**	**383.5**
% change	***0.3***	***-2.0***	***2.3***	***7.8***	***0.0***	***-0.8***
Alberta	274.0	282.4	311.6	321.9	334.5	331.6
% change	*-0.2*	*3.1*	*10.3*	*3.3*	*3.9*	*-0.9*
Ontario	299.4	303.4	300.7	299.6	303.8	305.9
% change	*-3.3*	*1.3*	*-0.9*	*-0.4*	*1.4*	*0.7*
Quebec	275.1	284.6	298.8	311.2	325.4	327.7
% change	*-2.5*	*3.5*	*5.0*	*4.2*	*4.5*	*0.7*
Canada	299.3	303.1	310.5	319.4	326.6	327.3
% change	*-2.1*	*1.3*	*2.5*	*2.8*	*2.3*	*0.2*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)





Sporting Goods, Hobby and Musical Instrument Stores
Wages and Salaries ($ Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**131**	**128**	**130**	**145**	**154**	**161**
% change	*0.6*	*-2.0*	*1.5*	*11.6*	*6.3*	*4.8*
Alberta	85	91	95	102	109	115
% change	*12.7*	*7.5*	*3.8*	*8.1*	*6.7*	*5.0*
Ontario	299	295	308	323	348	356
% change	*1.1*	*-1.4*	*4.3*	*5.0*	*7.7*	*2.3*
Quebec	144	152	160	169	180	190
% change	*-0.7*	*5.7*	*5.2*	*5.9*	*6.5*	*5.6*
Rest of Canada	71	74	76	80	85	90
% change	*-2.0*	*4.7*	*2.4*	*4.7*	*6.5*	*6.1*
Canada	729	740	768	819	876	912
% change	*1.6*	*1.5*	*3.7*	*6.7*	*6.9*	*4.1*

BC Stats

Source: Survey of Employment, Payrolls and Hours (SEPH)

Shoe Stores
Employment (Persons)

	1997	1998	1999	2000	2001	2002
British Columbia	**2,770**	**3,048**	**2,756**	**2,824**	**3,012**	**2,896**
% change	***15.7***	***10.0***	***-9.6***	***2.5***	***6.7***	***-3.9***
Ontario	8,916	9,510	8,321	9,804	10,178	10,209
% change	*9.4*	*6.7*	*-12.5*	*17.8*	*3.8*	*0.3*
Quebec	8,439	6,671	5,917	5,402	4,979	5,587
% change	*-10.5*	*-21.0*	*-11.3*	*-8.7*	*-7.8*	*12.2*
Rest of Canada	4,897	4,535	4,108	4,222	4,216	4,190
% change	*-3.9*	*-7.4*	*-9.4*	*2.8*	*-0.1*	*-0.6*
Canada	25,022	23,764	21,102	22,252	22,385	22,882
% change	*-0.2*	*-5.0*	*-11.2*	*5.4*	*0.6*	*2.2*

BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)

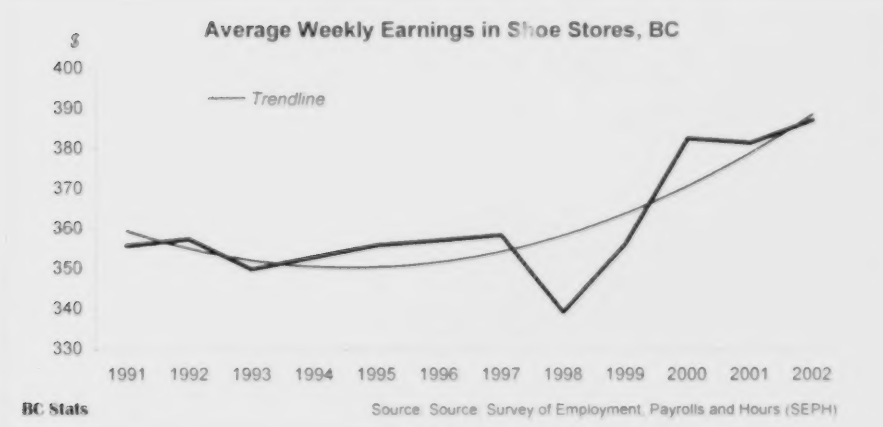
BC Stats Source: Source: Survey of Employment, Payrolls and Hours (SEPH)

BC Stats Source: Source: Survey of Employment, Payrolls and Hours (SEPH)

Shoe Stores
Average Weekly Earnings ($)

	1997	1998	1999	2000	2001	2002
British Columbia	**358.4**	**339.2**	**356.1**	**382.5**	**381.4**	**387.0**
% change	***0.4***	***-5.4***	***5.0***	***7.4***	***-0.3***	***1.5***
Ontario	297.2	312.2	319.4	320.8	324.0	331.0
% change	*-0.8*	*5.0*	*2.3*	*0.5*	*1.0*	*2.2*
Quebec	287.6	305.5	310.9	289.2	293.4	298.4
% change	*3.9*	*6.2*	*1.8*	*-7.0*	*1.4*	*1.7*
Canada	295.2	304.4	312.4	313.0	317.3	322.6
% change	*2.2*	*3.1*	*2.7*	*0.2*	*1.4*	*1.7*

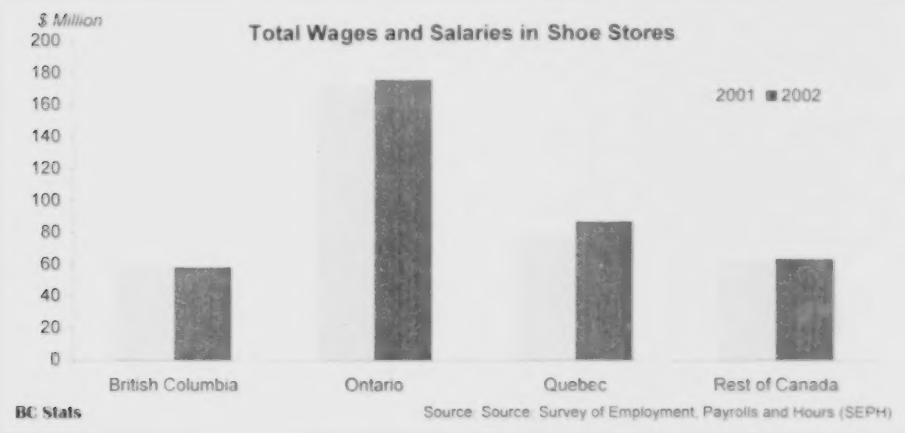
BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)



Shoe Stores
Wages and Salaries ($ Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**52**	**54**	**51**	**56**	**60**	**58**
% change	***16.1***	***4.1***	***-5.1***	***10.0***	***6.4***	***-2.4***
Ontario	138	154	138	164	171	176
% change	*8.5*	*12.0*	*-10.5*	*18.4*	*4.8*	*2.5*
Quebec	126	106	96	81	76	87
% change	*-7.1*	*-16.0*	*-9.7*	*-15.1*	*-6.5*	*14.1*
Rest of Canada	68	62	58	61	62	63
% change	*-0.9*	*-9.5*	*-6.5*	*5.6*	*1.8*	*1.5*
Canada	384	376	343	362	369	384
% change	*2.0*	*-2.1*	*-8.8*	*5.6*	*2.0*	*3.9*

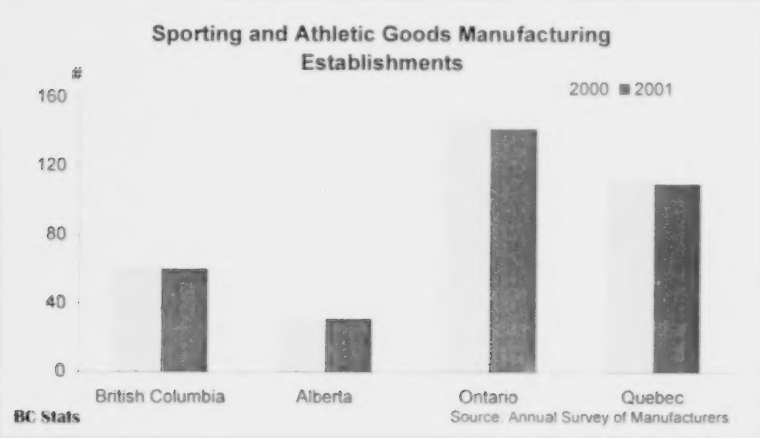
BC Stats Source: Survey of Employment, Payrolls and Hours (SEPH)



Sporting and Athletic Goods Manufacturing Establishments (#)

	1997	1998	1999	2000	2001
British Columbia	**x**	**27**	**24**	**61**	**60**
% change			***-11.1***	***154.2***	***-1.6***
Alberta	x	13	13	31	31
% change			*0.0*	*138.5*	*0.0*
Ontario	x	73	62	148	142
% change			*-15.1*	*138.7*	*-4.1*
Quebec	x	60	50	112	110
% change			*-16.7*	*124.0*	*-1.8*
Canada	208	188	163	387	373
% change	*-3.3*	*-9.6*	*-13.3*	*137.4*	*-3.6*

BC Stats Source: Annual Survey of Manufacturers

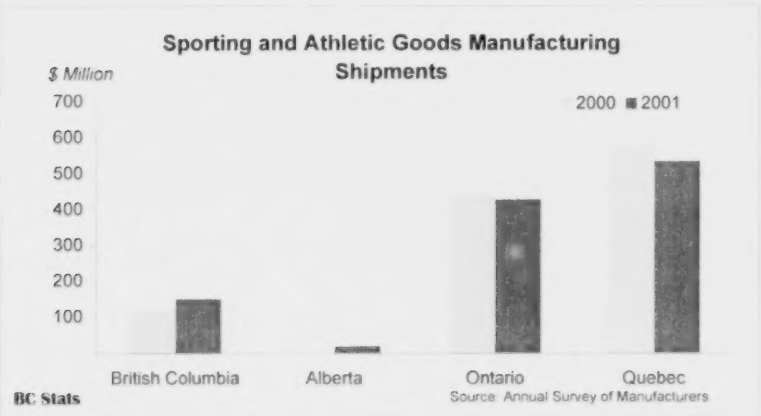


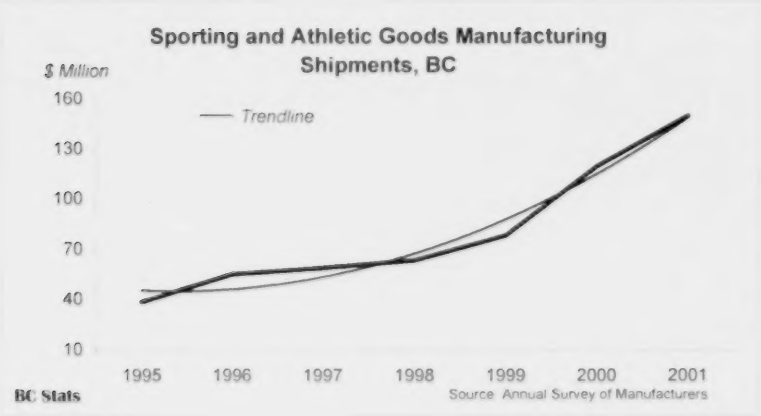
x Confidential Data

Sporting and Athletic Goods Manufacturing Shipments ($ Million)

	1997	1998	1999	2000	2001
British Columbia	**58.7**	**63.4**	**78.3**	**119.5**	**149.6**
% change	***6.5***	***8.1***	***23.5***	***52.6***	***25.2***
Alberta	x	x	13.6	x	18.0
% change					
Ontario	351.3	323.2	303.4	442.3	425.6
% change	*2.7*	*-8.0*	*-6.1*	*45.8*	*-3.8*
Quebec	601.2	646.0	480.6	575.6	532.7
% change	*2.6*	*7.4*	*-25.6*	*19.8*	*-7.5*
Canada	1030.1	1053.8	885.7	1186.1	1151.0
% change	*3.1*	*2.3*	*-16.0*	*33.9*	*-3.0*

BC Stats Source: Annual Survey of Manufacturers



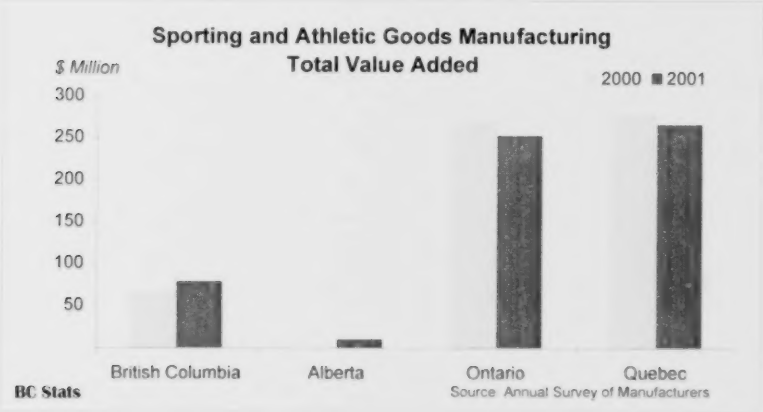


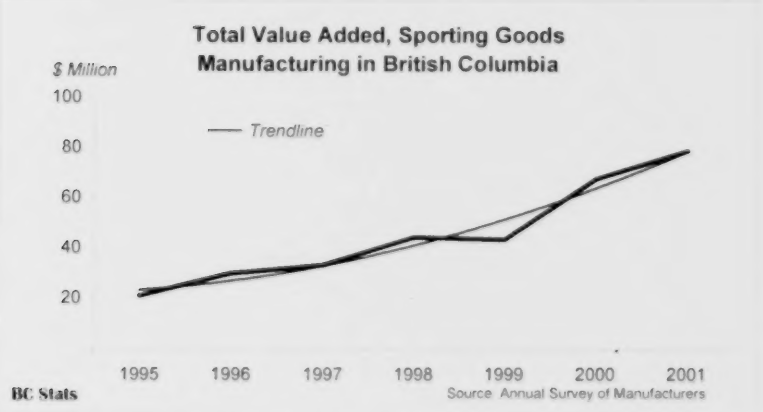
x Confidential Data

Sporting and Athletic Goods Manufacturing
Total Value Added ($ Million)

	1997	1998	1999	2000	2001
British Columbia	**33.2**	**44.4**	**43.5**	**67.7**	**78.8**
% change	***11.1***	***33.5***	***-2.0***	***55.7***	***16.4***
Alberta	x	x	7.3	x	9.7
% change					
Ontario	183.7	147.8	171.3	271.7	253.0
% change	*-9.1*	*-19.6*	*15.9*	*58.6*	*-6.9*
Quebec	385.6	546.7	361.1	278.0	266.0
% change	*7.9*	*41.8*	*-33.9*	*-23.0*	*-4.3*
Canada	611.7	749.7	587.6	644.0	620.7
% change	*2.4*	*22.6*	*-21.6*	*9.6*	*-3.6*

BC Stats Source: Annual Survey of Manufacturers



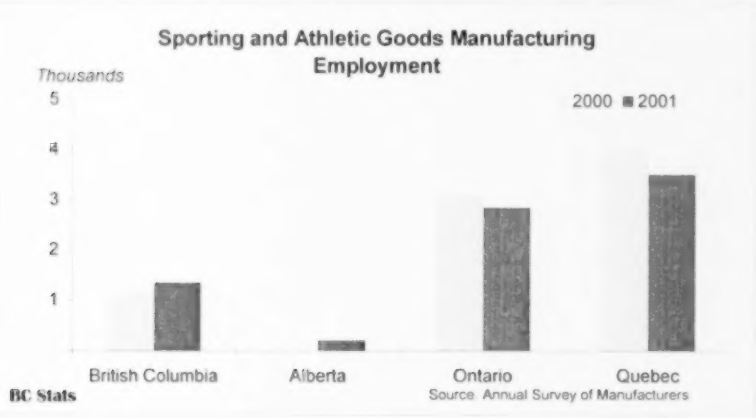


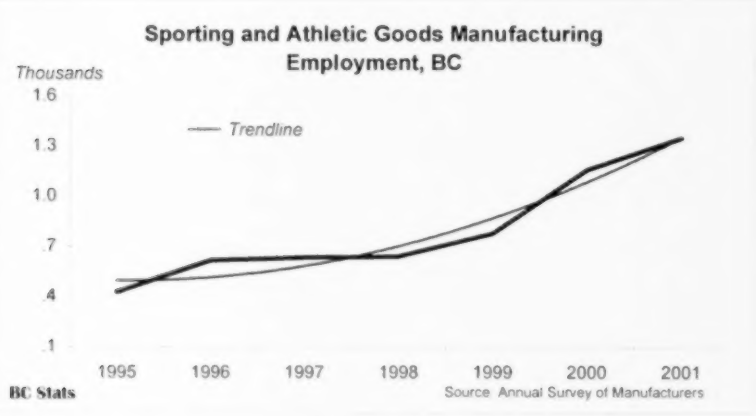
x Confidential Data

Sporting and Athletic Goods Manufacturing Employment (Persons)

	1997	1998	1999	2000	2001
British Columbia	**632**	**639**	**775**	**1,157**	**1,347**
% change	***2.8***	***1.1***	***21.3***	***49.3***	***16.4***
Alberta	x	x	144	x	197
% change					
Ontario	3,147	3,339	2,915	3,078	2,841
% change	*1.3*	*6.1*	*-12.7*	*5.6*	*-7.7*
Quebec	4,290	4,856	3,869	3,970	3,496
% change	*6.0*	*13.2*	*-20.3*	*2.6*	*-11.9*
Canada	8,281	9,074	7,838	8,714	8,241
% change	*3.8*	*9.6*	*-13.6*	*11.2*	*-5.4*

BC Stats Source: Annual Survey of Manufacturers



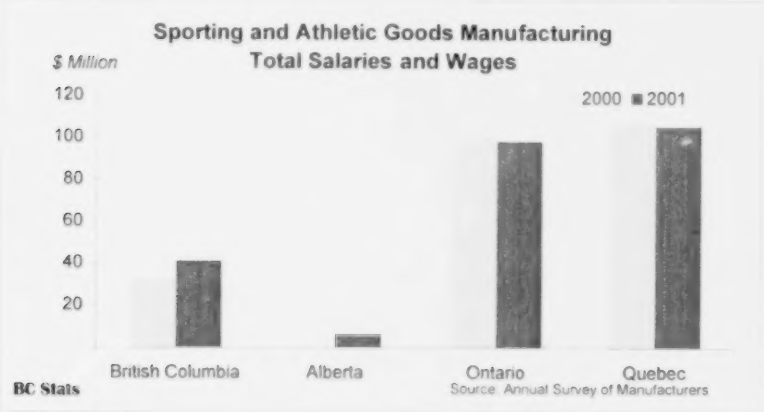


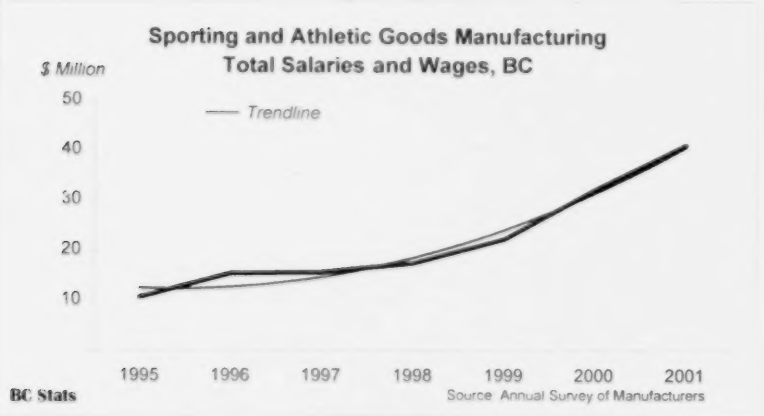
x Confidential Data

Sporting and Athletic Goods Manufacturing
Total Salaries and Wages ($ Million)

	1997	1998	1999	2000	2001
British Columbia	**15.4**	**17.2**	**22.1**	**32.0**	**41.0**
% change	***1.5***	***11.6***	***28.4***	***44.9***	***27.9***
Alberta	x	x	3.8	x	5.8
% change					
Ontario	86.0	87.3	84.5	100.7	98.1
% change	*0.3*	*1.5*	*-3.2*	*19.2*	*-2.6*
Quebec	111.8	132.4	109.0	106.5	105.3
% change	*12.6*	*18.4*	*-17.6*	*-2.3*	*-1.2*
Canada	218.0	242.1	222.1	252.2	257.0
% change	*6.6*	*11.1*	*-8.2*	*13.6*	*1.9*

BC Stats Source: Annual Survey of Manufacturers



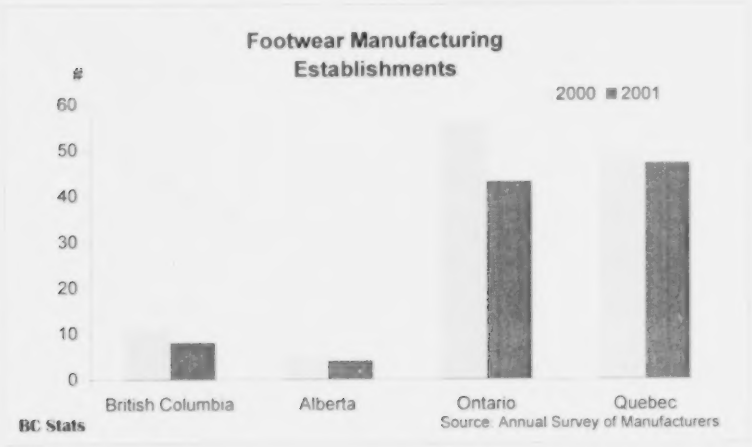


x Confidential Data

Footwear Manufacturing Establishments (#)

	1997	1998	1999	2000	2001
British Columbia	x	4	4	11	8
% change			*0.0*	*175.0*	*-27.3*
Alberta	x	5	4	5	4
% change			*-20.0*	*25.0*	*-20.0*
Ontario	x	27	26	56	43
% change			*-3.7*	*115.4*	*-23.2*
Quebec	x	40	34	49	47
% change			*-15.0*	*44.1*	*-4.1*
Canada	85	83	74	130	110
% change		*-2.4*	*-10.8*	*75.7*	*-15.4*

BC Stats Source: Annual Survey of Manufacturers



x Confidential Data

Footwear Manufacturing
Shipments ($ Thousand)

	1997	1998	1999	2000	2001
British Columbia	**x**	**2,232**	**2,430**	**4,299**	**x**
% change			***8.9***	***76.9***	
Alberta	3,606	4,178	x	3,817	3,567
% change	*-7.4*	*15.9*			*-6.5*
Ontario	266,611	251,161	234,889	x	219,193
% change		*-5.8*	*-6.5*		
Quebec	344,971	320,009	286,632	306,715	340,246
% change	*12.6*	*-7.2*	*-10.4*	*7.0*	*10.9*
Canada	646,420	607,918	557,620	571,116	602,108
% change	*6.9*	*-6.0*	*-8.3*	*2.4*	*5.4*

BC Stats Source: Annual Survey of Manufacturers

x Confidential Data

Footwear Manufacturing
Total Value Added ($ Thousand)

	1997	1998	1999	2000	2001
British Columbia	**x**	**392**	**1,329**	**2,930**	**x**
% change			*239.0*	*120.5*	
Alberta	2,897	3,118	x	2,527	2,832
% change	*2.0*	*7.6*			*12.1*
Ontario	155,245	163,674	161,361	x	128,090
% change		*5.4*	*-1.4*		
Quebec	190,532	175,709	161,329	160,098	162,360
% change	*24.3*	*-7.8*	*-8.2*	*-0.8*	*1.4*
Canada	363,719	357,362	340,783	348,769	312,930
% change	*12.6*	*-1.7*	*-4.6*	*2.3*	*-10.3*

BC Stats Source: Annual Survey of Manufacturers

x Confidential Data

Footwear Manufacturing
Employment (Persons)

	1997	1998	1999	2000	2001
British Columbia	**x**	**64**	**74**	**107**	**x**
% change			*15.6*	*44.6*	
Alberta	68	84	x	57	60
% change	*3.0*	*23.5*			*5.3*
Ontario	3,994	3,739	3,701	x	2,177
% change		*-6.4*	*-1.0*		
Quebec	3,856	3,930	3,412	3,901	4,070
% change	*4.0*	*1.9*	*-13.2*	*14.3*	*4.3*
Canada	8,265	8,135	7,517	7,708	6,697
% change	*1.7*	*-1.6*	*-7.6*	*2.5*	*-13.1*

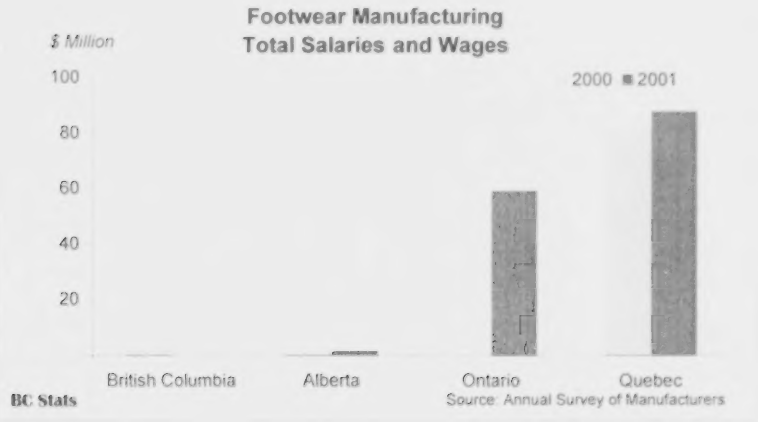
BC Stats Source: Annual Survey of Manufacturers

x Confidential Data

Footwear Manufacturing
Total Salaries and Wages ($ Thousand)

	1997	1998	1999	2000	2001
British Columbia	**x**	**1,382**	**1,814**	**2,387**	**x**
% change			*31.3*	*31.6*	
Alberta	1,432	1,465	x	1,218	1,420
% change	*3.2*	*2.3*			*16.6*
Ontario	104,122	97,354	91,412	x	59,193
% change		*-6.5*	*-6.1*		
Quebec	91,957	87,798	80,408	81,313	87,592
% change		*-4.5*	*-8.4*	*1.1*	*7.7*
Canada	205,282	195,081	181,097	174,756	157,306
% change		*-5.0*	*-7.2*	*-3.5*	*-10.0*

BC Stats Source: Annual Survey of Manufacturers

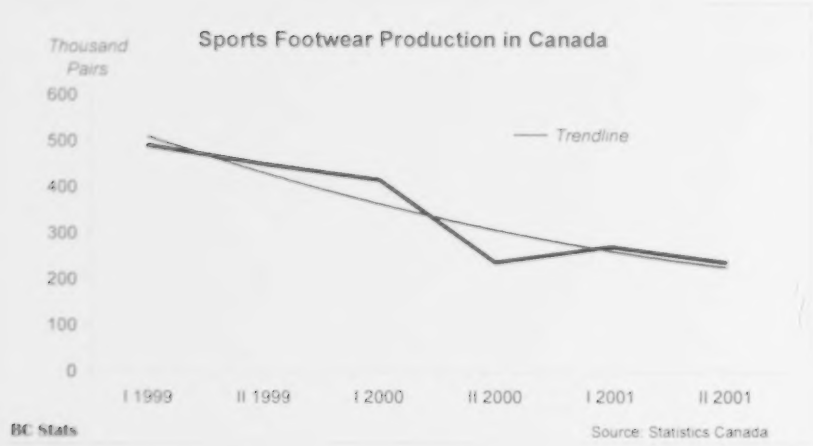


x Confidential Data

Sports Footwear Production*
Semi-annual, (Thousand Pairs)

	I 1999	II 1999	I 2000	II 2000	I 2001	II 2001
Canada	491	450	416	237	271	237
% change		*-8.4*	*-7.6*	*-43.0*	*14.3*	*-12.5*

BC Stats Source: Statistics Canada

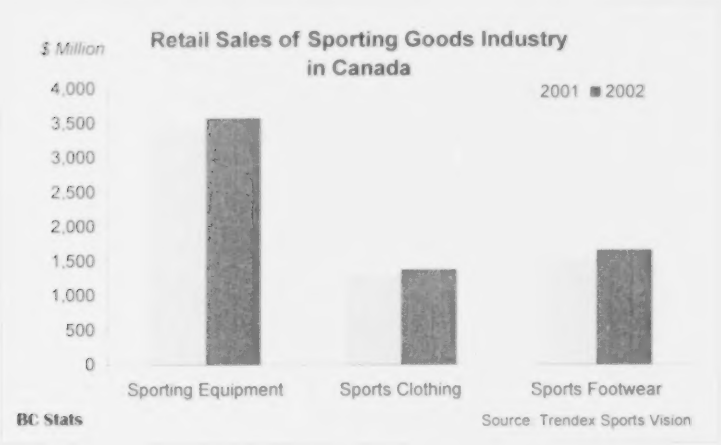


** Data for 2002 is not available*

Retail Sales of Sporting Goods Industry
Canada ($ Million)

	1999	2000	2001	2002
Total Sales	5,631	5,964	6,273	6,614
% change		*5.9*	*5.2*	*5.4*
Sporting Equipment	2,834	3,142	3,412	3,576
% change		*10.9*	*8.6*	*4.8*
Sports Clothing	1,374	1,354	1,296	1,378
% change		*-1.5*	*-4.3*	*6.3*
Sports Footwear	1,423	1,468	1,565	1,660
% change		*3.2*	*6.6*	*6.1*

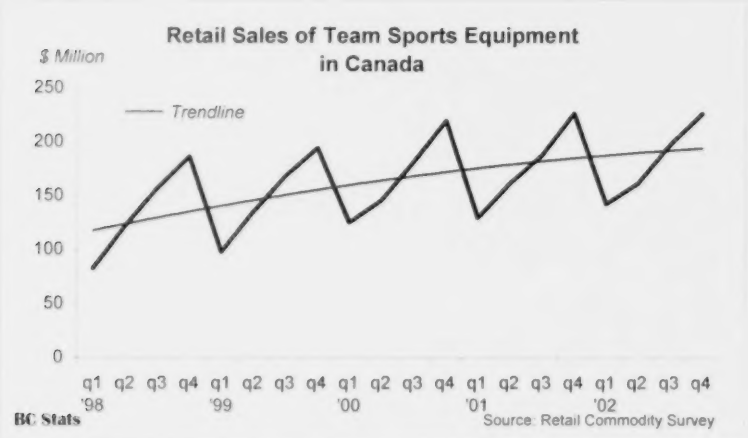
BC Stats Source: Trendex Sports Vision



Retail Sales of Team Sports* Equipment
Canada ($ Million)

Year	Q1	Q2	Q3	Q4	Annual
1998	82.2	122.1	156.8	185.9	546.9
1999	97.8	135.1	168.2	194.0	595.1
2000	125.2	145.8	181.0	219.2	671.2
2001	129.6	161.2	187.6	226.0	704.4
2002	142.3	161.2	197.1	225.8	726.4
Year-Over-Year % change	**Q1**	**Q2**	**Q3**	**Q4**	**Annual**
1999	*19.1*	*10.7*	*7.3*	*4.3*	*8.8*
2000	*28.0*	*7.9*	*7.6*	*13.0*	*12.8*
2001	*3.5*	*10.6*	*3.7*	*3.1*	*4.9*
2002	*9.9*	*0.0*	*5.1*	*-0.1*	*3.1*

BC Stats Source: Retail Commodity Survey



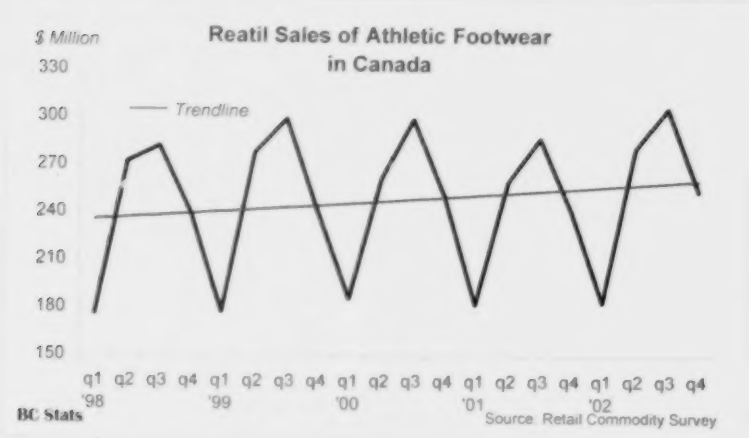
** Hockey, baseball, football, soccer, volleyball, & basketball*

Retail Sales of Athletic Footwear
Canada ($ Million)

Year	Q1	Q2	Q3	Q4	Annual
1998	176.2	272.1	281.9	239.9	970.2
1999	177.5	277.8	299.0	240.2	994.5
2000	186.1	261.3	298.6	250.4	996.4
2001	182.4	259.4	286.9	240.9	969.6
2002	183.8	280.9	306.0	254.0	1,024.7
Year-Over-Year % change	**Q1**	**Q2**	**Q3**	**Q4**	**Annual**
1999	*0.7*	*2.1*	*6.1*	*0.1*	*2.5*
2000	*4.9*	*-5.9*	*-0.1*	*4.3*	*0.2*
2001	*-2.0*	*-0.7*	*-3.9*	*-3.8*	*-2.7*
2002	*0.8*	*8.3*	*6.7*	*5.4*	*5.7*

BC Stats

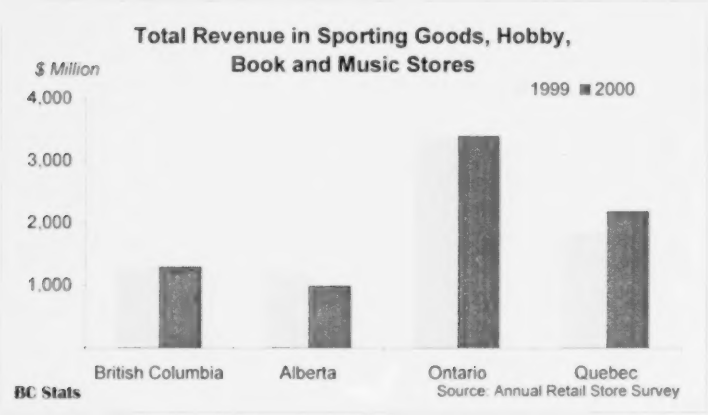
Source: Retail Commodity Survey



Total Revenue in Sporting Goods, Hobby, Book and Music Stores ($ Million)

	1999	2000
British Columbia	**1,303.8**	**1,303.1**
% change		***-0.1***
% of Canada	***15.1***	***14.8***
Alberta	1,177.9	996.7
% change		*-15.4*
% of Canada	*13.7*	*11.3*
Ontario	3,376.2	3,400.4
% change		*0.7*
% of Canada	*39.2*	*38.5*
Quebec	1,870.3	2,192.3
% change		*17.2*
% of Canada	*21.7*	*24.8*
Canada	8,612.1	8,826.4
% change		*2.5*

BC Stats Source: Annual Retail Store Survey



Total Revenue in Shoe, Accessories and Jewelery Stores ($ Million)

	1999	2000
British Columbia	**548.5**	**730.9**
% change		***33.3***
% of Canada	***13.0***	***14.1***
Alberta	429.3	476.6
% change		*11.0*
% of Canada	*10.2*	*9.2*
Ontario	1,733.6	2,239.7
% change		*29.2*
% of Canada	*41.1*	*43.1*
Quebec	1,045.3	1,206.1
% change		*15.4*
% of Canada	*24.8*	*23.2*
Canada	4,217.0	5,192.0
% change		*23.1*

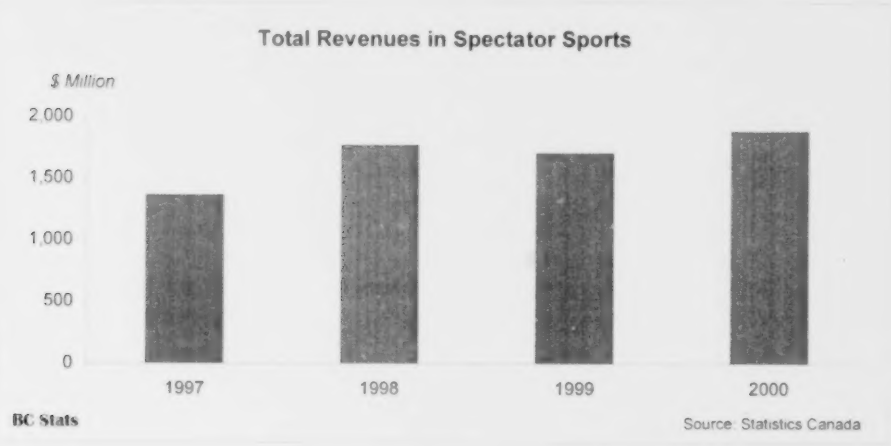
BC Stats Source: Annual Retail Store Survey

Summary Statistics for Spectator Sports
Canada ($ Million)

	1997	1998	1999	2000
Total Revenue	1,366.5	1,773.6	1,708.0	1,885.1
% Change		*29.8*	*-3.7*	*10.4*
Total Expenses	1,505.8	1,865.5	1,793.0	2,003.6
Salaries, wages and benefits	617.1	754.8	640.1	745.7
Profit margin	*-10.2%*	*-5.2%*	*-5.0%*	*-6.3%*

BC Stats

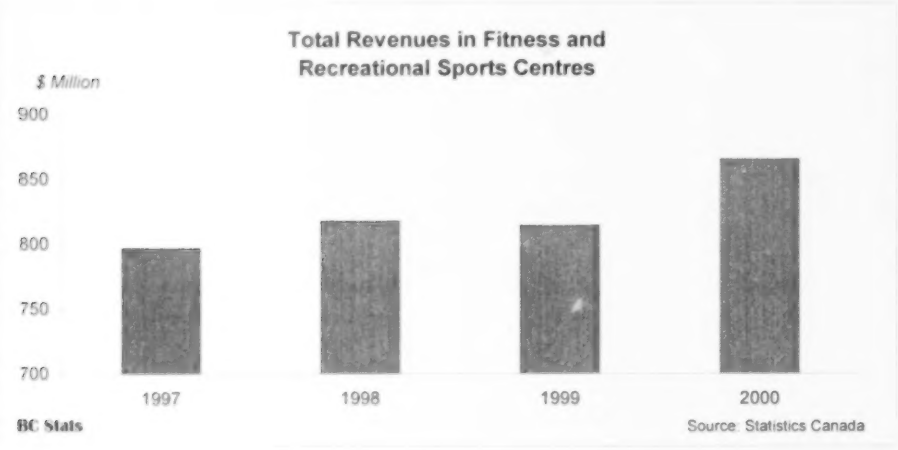
Source: Statistics Canada



Summary Statistics for Fitness and Recreational Sports Centres Canada ($ Million)

	1997	1998	1999	2000
Total Revenue	796.9	817.7	814.2	865.0
% Change		*2.6*	*-0.4*	*6.2*
Total Expenses	760.2	770.2	774.4	814.0
Salaries, wages and benefits	256.1	260.9	300.8	307.5
Profit margin	*4.6%*	*5.8%*	*4.9%*	*5.9%*

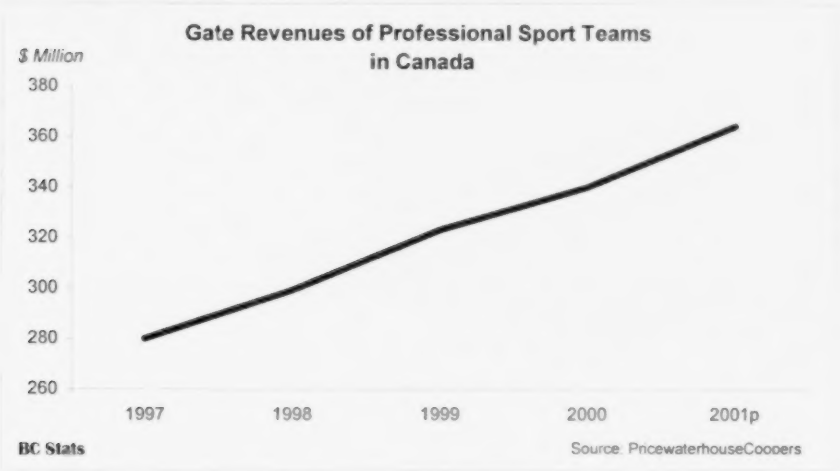
BC Stats Source: Statistics Canada



Gate Revenues of Professional Sport Teams in Canada ($ Million)

Canada	1997	1998	1999	2000	2001p
Hockey	165	180	200	214	230
% change		*9.1*	*11.1*	*7.0*	*7.5*
Football	28	30	33	35	39
% change		*7.1*	*10.0*	*6.1*	*11.4*
Basketball	44	47	49	52	54
% change		*6.8*	*4.3*	*6.1*	*3.8*
Baseball	43	42	41	39	41
% change		*-2.3*	*-2.4*	*-4.9*	*5.1*
Total	280	299	323	340	364
% change		*6.8*	*8.0*	*5.3*	*7.1*

BC Stats Source: PricewaterhouseCoopers

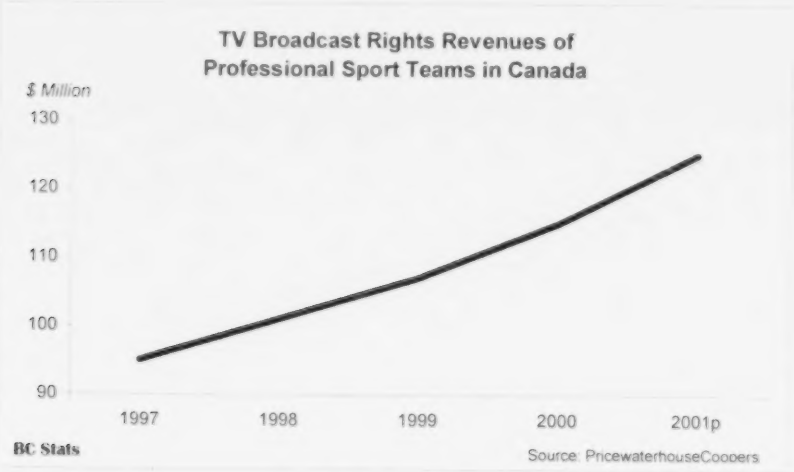


TV Broadcast Rights Revenues of Professional Sport Teams in Canada ($ Million)

	1997	1998	1999	2000	2001p
Canada	95	101	107	115	125
% change		*6.3*	*5.9*	*7.5*	*8.7*

BC Stats

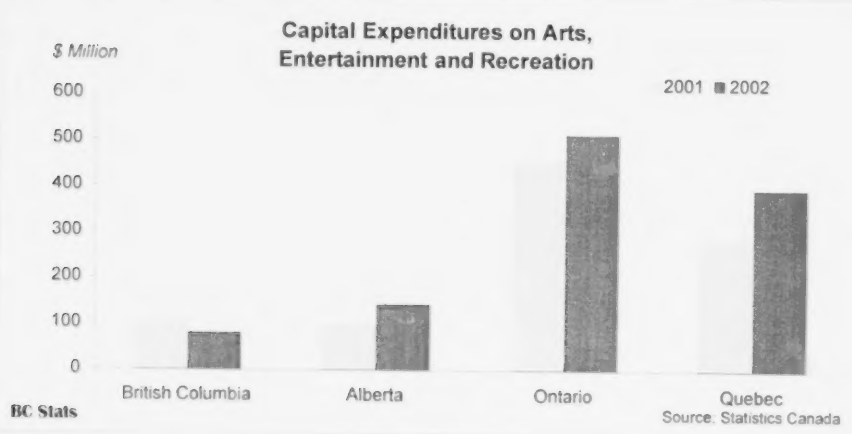
Source: PricewaterhouseCoopers

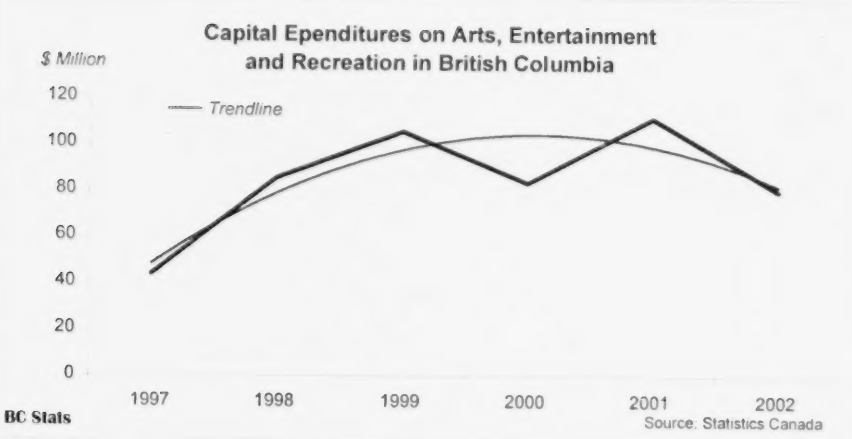


Capital Expenditures on Arts, Entertainment and Recreation ($ Million)

	1997	1998	1999	2000	2001	2002
British Columbia	**43.4**	**85.2**	**105.2**	**83.0**	**111.2**	**79.9**
% change		***96.3***	***23.5***	***-21.1***	***34.0***	***-28.1***
Alberta	83.1	119.3	124.9	123.4	101.0	141.9
% change	*-1.9*	*43.6*	*4.7*	*-1.2*	*-18.2*	*40.5*
Ontario	618.1	364.1	434.1	484.0	456.3	513.0
% change	*20.4*	*-41.1*	*19.2*	*11.5*	*-5.7*	*12.4*
Quebec	96.8	113.7	190.8	217.1	286.3	394.5
% change	*-46.9*	*17.5*	*67.8*	*13.8*	*31.9*	*37.8*
Canada	907.1	868.4	1,001.8	1,025.6	1,060.9	1,306.7
% change	*0.9*	*-4.3*	*15.4*	*2.4*	*3.4*	*23.2*

BC Stats Source: Statistics Canada





Tourism and Sports Participation

Canadian Travel Survey* - Tourist Activity
Total Tourism ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**15,235**	x	**16,019**	**16,676**	**16,332**	**15,055**
% change				*4.1*	*-2.1*	*-7.8*
Alberta	17,486	x	20,193	20,296	19,338	17,332
% change				*0.5*	*-4.7*	*-10.4*
Ontario	53,877	x	56,076	57,930	58,177	51,910
% change				*3.3*	*0.4*	*-10.8*
Quebec	35,408	x	35,835	37,541	37,592	29,943
% change				*4.8*	*0.1*	*-20.3*
Canada	150,844	x	159,219	164,097	162,106	144,202
% change				*3.1*	*-1.2*	*-11.0*

BC Stats Source: Canadian Travel Survey

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** The Canadian Travel Survey is a survey of domestic travel by Canadians*
A person-trip is a trip taken by one person either travelling alone or in a group
Four people travelling together would equal four person-trips

Canadian Travel Survey - Tourist Activity
Attend Sports Events ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**1,096**	x	**1,308**	**1,214**	**1,253**	**881**
% of total person-trips	***7.2***		***8.2***	***7.3***	***7.7***	***5.9***
Alberta	1,139	x	1,442	1,413	1,394	1,391
% of total person-trips	*6.5*		*7.1*	*7.0*	*7.2*	*8.0*
Ontario	3,667	x	3,425	3,290	3,821	3,532
% of total person-trips	*6.8*		*6.1*	*5.7*	*6.6*	*6.8*
Quebec	1,330	x	1,260	1,353	1,754	1,561
% of total person-trips	*3.8*		*3.5*	*3.6*	*4.7*	*5.2*
Canada	9,184	x	9,399	9,193	10,364	9,832
% of total person-trips	*6.1*		*5.9*	*5.6*	*6.4*	*6.8*

BC Stats Source: Canadian Travel Survey

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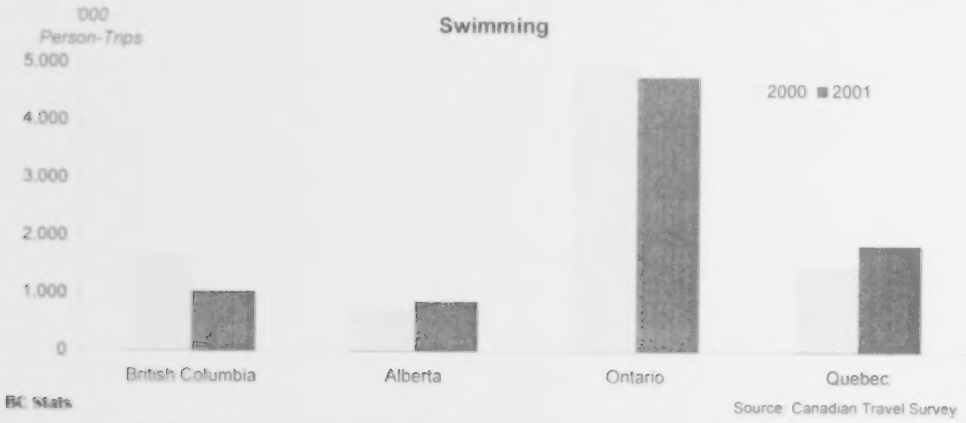
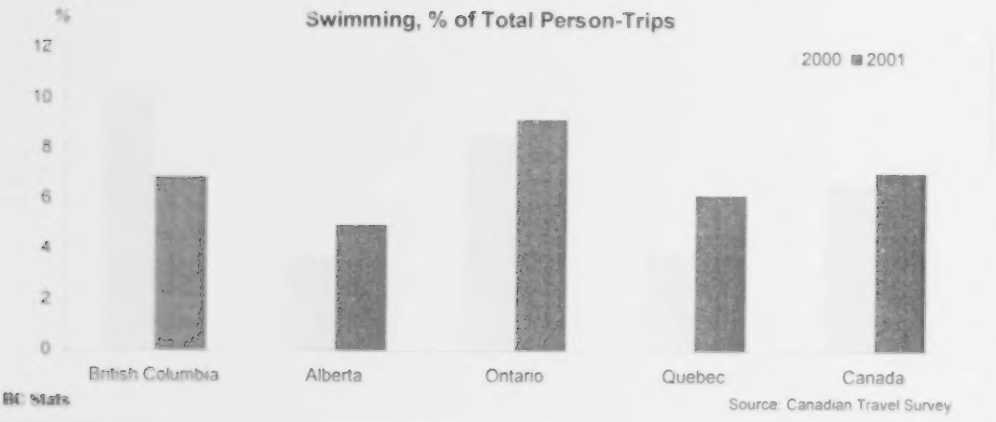
Canadian Travel Survey - Tourist Activity
Swimming ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**1,591**	**x**	**1,940**	**1,704**	**1,667**	**1,036**
% of total person-trips	***10.4***		***12.1***	***10.2***	***10.2***	***6.9***
Alberta	778	x	1,180	940	727	862
% of total person-trips	*4.4*		*5.8*	*4.6*	*3.8*	*5.0*
Ontario	5,960	x	6,594	6,436	4,998	4,768
% of total person-trips	*11.1*		*11.8*	*11.1*	*8.6*	*9.2*
Quebec	2,244	x	2,712	3,411	1,505	1,851
% of total person-trips	*6.3*		*7.6*	*9.1*	*4.0*	*6.2*
Canada	12,365	x	14,664	14,798	10,798	10,208
% of total person-trips	*8.2*		*9.2*	*9.0*	*6.7*	*7.1*

BC Stats

Source: Canadian Travel Survey





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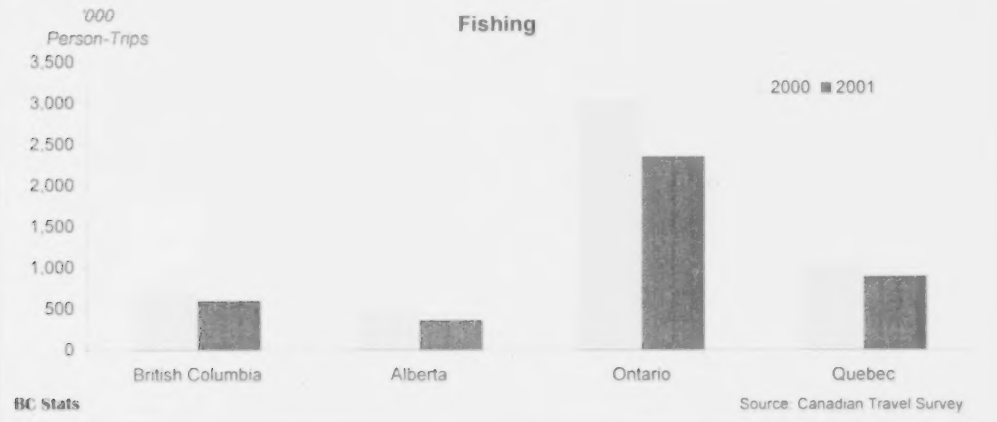
Canadian Travel Survey - Tourist Activity
Fishing ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**724**	**x**	**814**	**659**	**683**	**596**
% of total person-trips	***4.8***		***5.1***	***4.0***	***4.2***	***4.0***
Alberta	566	x	597	527	475	364
% of total person-trips	*3.2*		*3.0*	*2.6*	*2.5*	*2.1*
Ontario	2,989	x	2,987	2,781	3,026	2,346
% of total person-trips	*5.5*		*5.3*	*4.8*	*5.2*	*4.5*
Quebec	1,224	x	974	1,045	1,067	890
% of total person-trips	*3.5*		*2.7*	*2.8*	*2.8*	*3.0*
Canada	6,377	x	6,366	6,058	6,341	5,039
% of total person-trips	*4.2*		*4.0*	*3.7*	*3.9*	*3.5*

BC Stats Source: Canadian Travel Survey



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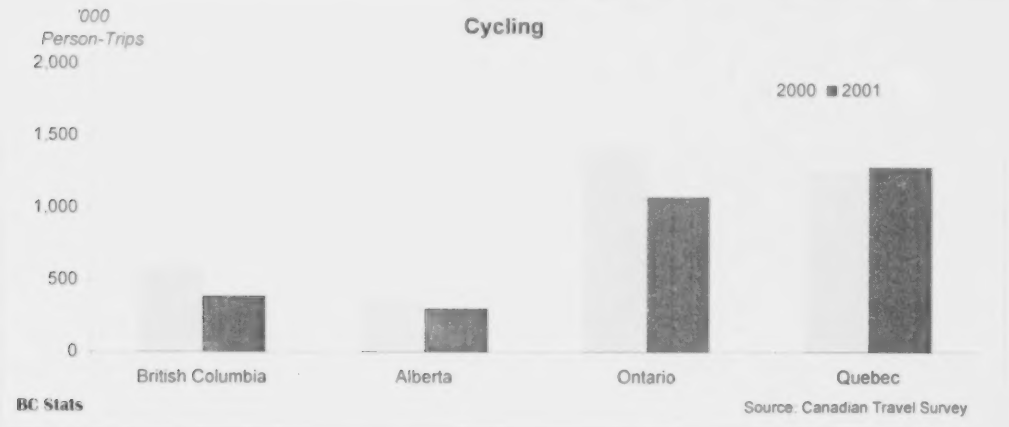
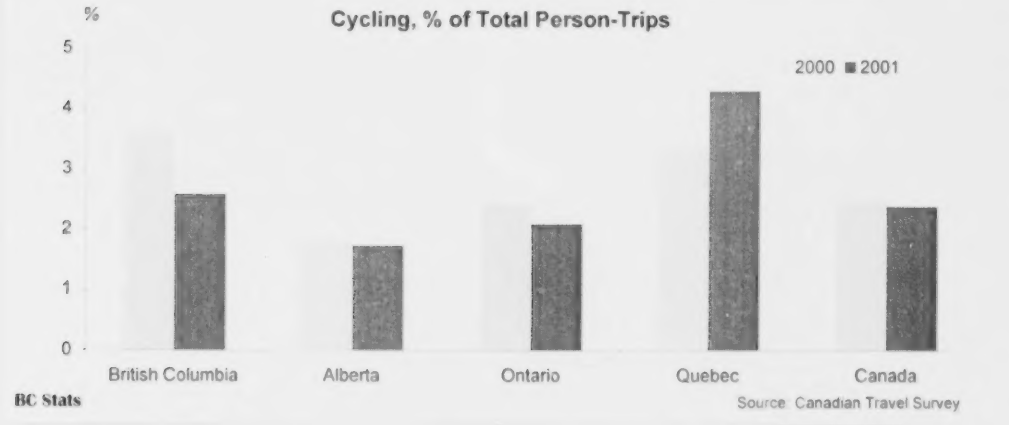
Canadian Travel Survey - Tourist Activity
Cycling ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**394**	x	**454**	**495**	**596**	**387**
% of total person-trips	***2.6***		***2.8***	***3.0***	***3.6***	***2.6***
Alberta	335	x	349	372	352	299
% of total person-trips	*1.9*		*1.7*	*1.8*	*1.8*	*1.7*
Ontario	891	x	1,089	955	1,406	1,077
% of total person-trips	*1.7*		*1.9*	*1.6*	*2.4*	*2.1*
Quebec	1,206	x	1,327	1,665	1,252	1,284
% of total person-trips	*3.4*		*3.7*	*4.4*	*3.3*	*4.3*
Canada	3,124	x	3,714	3,963	4,005	3,413
% of total person-trips	*2.1*		*2.3*	*2.4*	*2.5*	*2.4*

BC Stats Source: Canadian Travel Survey





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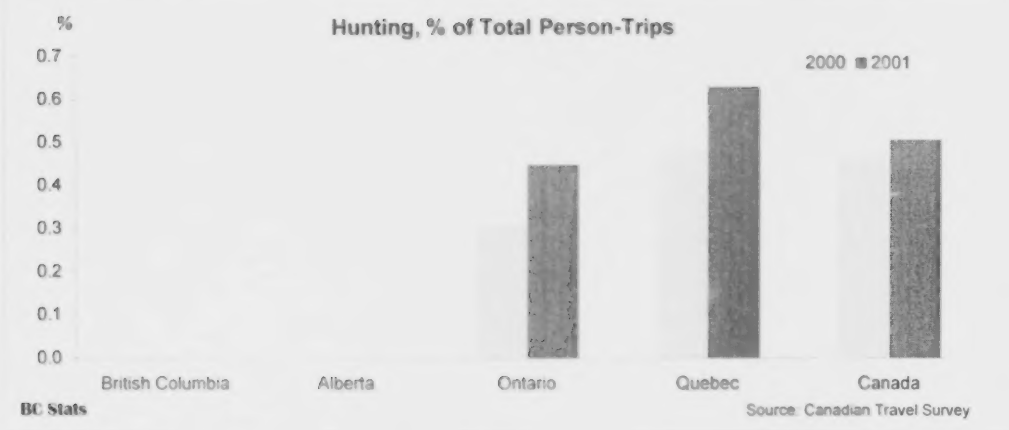
Canadian Travel Survey - Tourist Activity
Hunting ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	131	x	x	x	x	x
% of total person-trips						
Alberta	x	x	x	x	x	x
% of total person-trips						
Ontario	148	x	252	275	179	232
% of total person-trips	*0.3*		*0.4*	*0.5*	*0.3*	*0.4*
Quebec	301	x	261	236	180	188
% of total person-trips	*0.9*		*0.7*	*0.6*	*0.5*	*0.6*
Canada	893	x	899	884	762	729
% of total person-trips	*0.6*		*0.6*	*0.5*	*0.5*	*0.5*

BC Stats Source: Canadian Travel Survey



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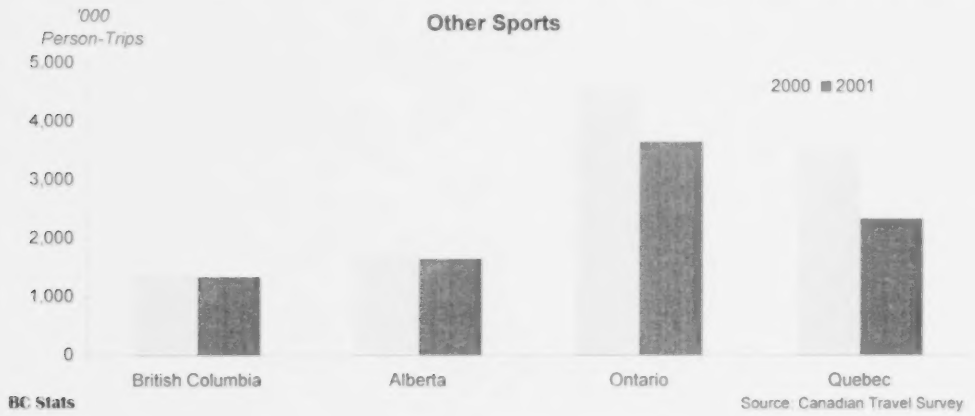
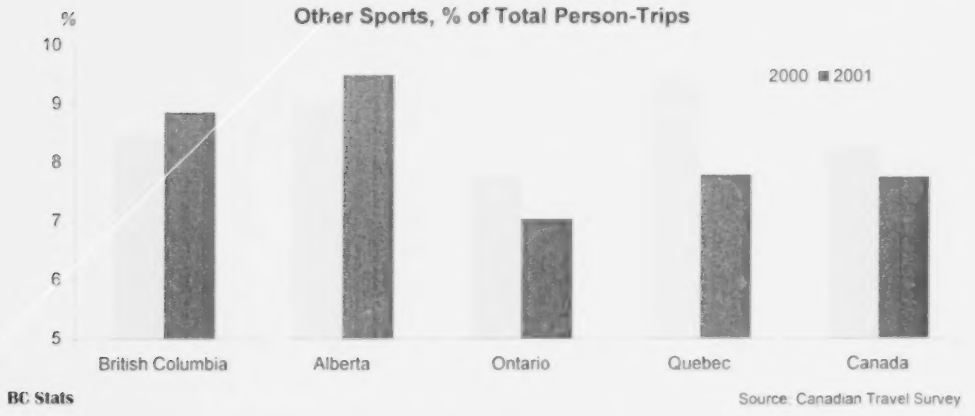
Canadian Travel Survey - Tourist Activity
Other Sports ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**1,211**	x	**1,153**	**1,230**	**1,384**	**1,333**
% of total person-trips	*7.9*		*7.2*	*7.4*	*8.5*	*8.9*
Alberta	1,004	x	1,408	1,441	1,750	1,645
% of total person-trips	*5.7*		*7.0*	*7.1*	*9.0*	*9.5*
Ontario	3,167	x	3,913	3,223	4,527	3,646
% of total person-trips	*5.9*		*7.0*	*5.6*	*7.8*	*7.0*
Quebec	2,150	x	2,599	2,457	3,547	2,331
% of total person-trips	*6.1*		*7.3*	*6.5*	*9.4*	*7.8*
Canada	9,186	x	10,662	10,096	13,400	11,167
% of total person-trips	*6.1*		*6.7*	*6.2*	*8.3*	*7.7*

BC Stats Source: Canadian Travel Survey





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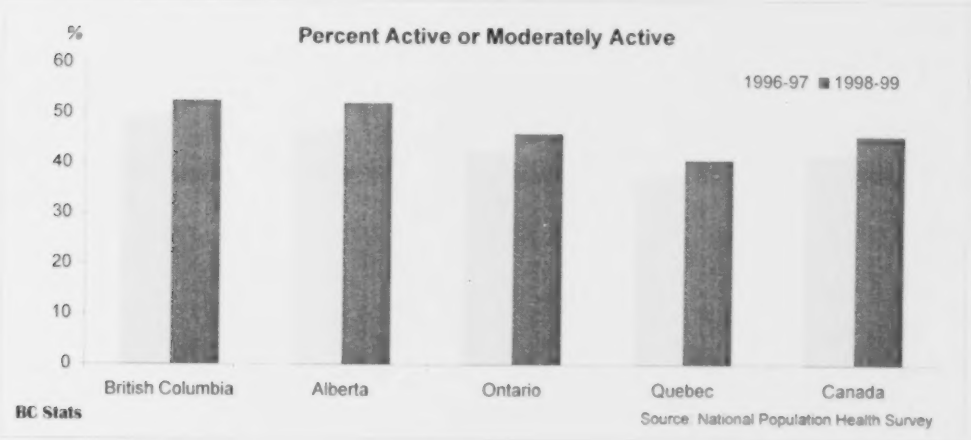
Activities

Leisure-time Activity
('000)

	1994-95	1996-97	1998-99
British Columbia			
Household Pop 12 Years & Over	**3,036.8**	**3,196.1**	**3,322.8**
Active/Moderately Active	**1,493.6**	**1,576.2**	**1,741.4**
% Active / Moderately Active	***49.2***	***49.3***	***52.4***
Alberta			
Household Pop 12 Years & Over	2,166.1	2,244.0	2,359.6
Active/Moderately Active	947.3	1,057.2	1,228.1
% Active / Moderately Active	*43.7*	*47.1*	*52.0*
Ontario			
Household Pop 12 Years & Over	9,050.0	9,323.4	9,460.4
Active/Moderately Active	3,504.6	3,948.5	4,348.1
% Active / Moderately Active	*38.7*	*42.4*	*46.0*
Quebec			
Household Pop 12 Years & Over	6,029.7	6,131.2	6,097.1
Active/Moderately Active	2,097.1	2,302.8	2,485.7
% Active / Moderately Active	*34.8*	*37.6*	*40.8*
Canada			
Household Pop 12 Years & Over	23,948.6	24,594.9	24,916.1
Active/Moderately Active	9,439.9	10,294.0	11,348.3
% Active / Moderately Active	*39.4*	*41.9*	*45.5*

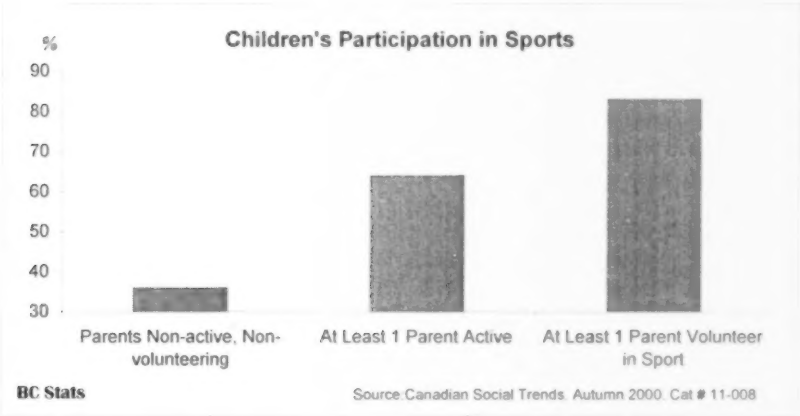
BC Stats Source: National Population Health Survey

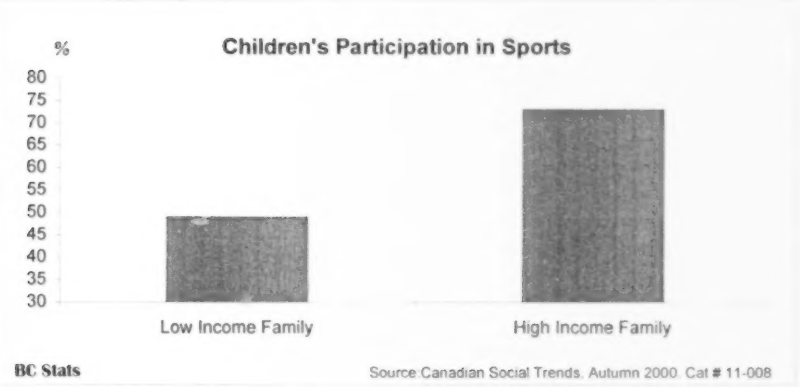


Children's Participation in Sports, 1998
(%)

Canada	
Parents Non-active, Non-volunteering	*36*
At Least 1 Parent Active	*64*
At Least 1 Parent Volunteer in Sport	*83*
Low Income Family	*49*
High Income Family	*73*

BC Stats Source:Canadian Social Trends. Autumn 2000. Cat # 11-008





Volunteer hours in Canada*, 1997

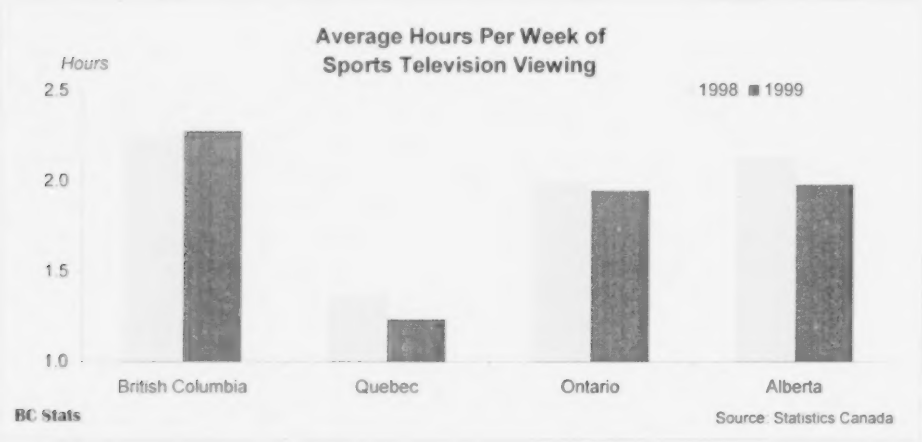
	1997
Total (Million Hours)	**1,108.9**
Share of Total (%)	
Sports and Recreation	**11**
Health	10
Social Clubs and Other Recreation	17
Religion	18
Social Services	21
Other	23
BC Stats	Source: Statistics Canada, Catalogue # 71-542-XPE

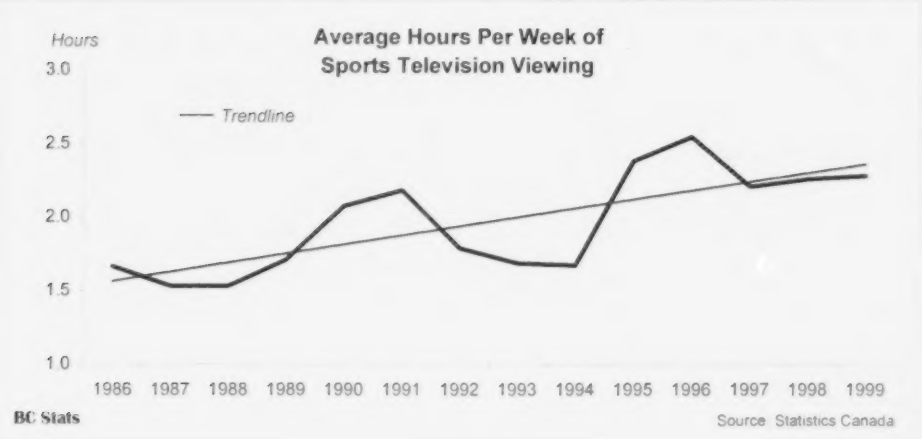
* *Total hours spent volunteering in the 12 month period ending October 31, 1997*

Average Hours Per Week of Sports Television Viewing

	1994	1995	1996	1997	1998	1999
British Columbia	**1.67**	**2.37**	**2.54**	**2.20**	**2.26**	**2.28**
% change	***-1.0***	***42.3***	***7.0***	***-13.3***	***2.4***	***1.0***
Alberta	1.68	2.64	2.21	2.16	2.13	1.98
% change	*-6.4*	*57.2*	*-16.2*	*-2.5*	*-1.5*	*-6.9*
Ontario	1.48	2.18	2.14	1.91	1.99	1.95
% change	*-15.8*	*46.9*	*-1.9*	*-10.6*	*4.2*	*-2.1*
Quebec	1.03	1.65	1.51	1.52	1.36	1.24
% change	*-37.7*	*60.6*	*-8.6*	*0.9*	*-10.6*	*-9.2*

BC Stats Source: Statistics Canada

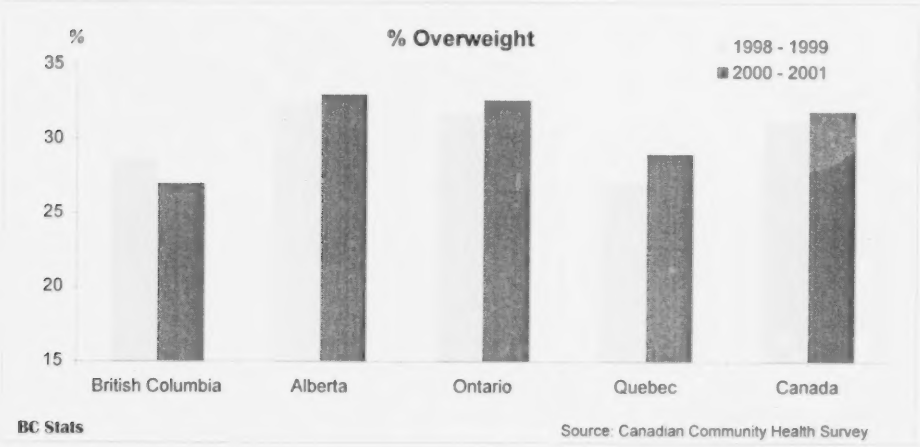




Body Mass Index
(Persons)

1998 - 1999	*Household Pop, Aged 20 to 64*	*Overweight**	*% Overweight*
British Columbia	**2,409,853**	**690,149**	***28.6***
Alberta	1,685,351	550,080	*32.6*
Ontario	6,766,790	2,146,643	*31.7*
Quebec	4,446,327	1,200,368	*27.0*
Canada	17,982,482	5,610,185	*31.2*
2000 - 2001	***Household Pop, Aged 20 to 64***	***Overweight***	***% Overweight***
British Columbia	**2,474,231**	**666,888**	***27.0***
Alberta	1,825,358	601,649	*33.0*
Ontario	7,136,492	2,325,870	*32.6*
Quebec	4,568,311	1,324,331	*29.0*
Canada	18,680,311	5,953,296	*31.9*

BC Stats Source: Canadian Community Health Survey



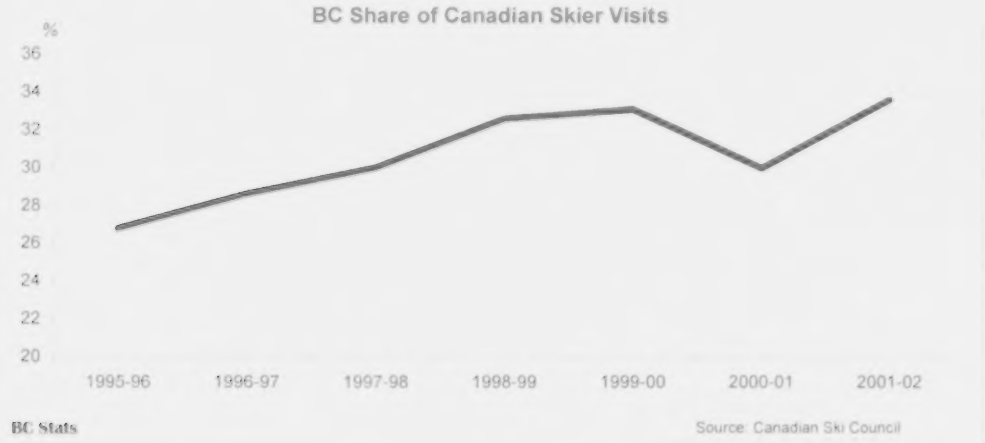
** BMI higher than 27*

Special Focus

Skier Visits
(Thousands)

	1995-96	*1996-97*	*1997-98*	*1998-99*	*1999-00*	*2000-01*	*2001-02*
British Columbia	4,256	4,598	4,666	5,667	5,749	5,565	6,346
% Share	*26.8*	*28.6*	*30.0*	*32.6*	*33.1*	*30.0*	*33.6*
Canada	15,892	16,065	15,544	17,382	17,382	18,578	18,889

BC Stats Source: Canadian Ski Council



Foreign Skier Visits
(Thousands)

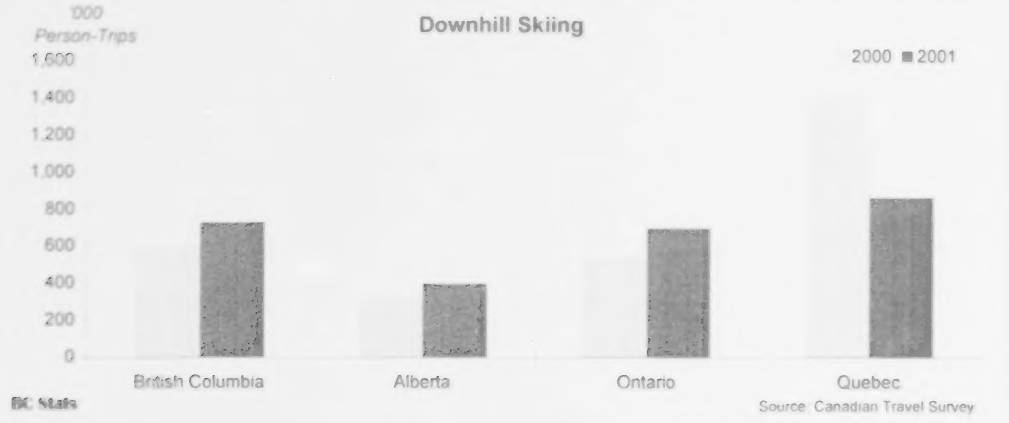
	1997/98	1998/99	1999/00	2000/01
British Columbia	**1,739.8**	**1,820.6**	**1,705.1**	**2,375.7**
% Share	***76.4***	***59.6***	***63.9***	***65.0***
Alberta	424.6	612.4	455.7	626.6
% Share	*18.6*	*20.0*	*17.1*	*17.2*
Ontario	139.4	178.3	156.2	187.9
% Share	*6.1*	*5.8*	*5.9*	*5.1*
Quebec	591.1	795.8	641.0	920.4
% Share	*26.0*	*26.0*	*24.0*	*25.2*
Canada	2,277.3	3,056.0	2,670.2	3,652.6

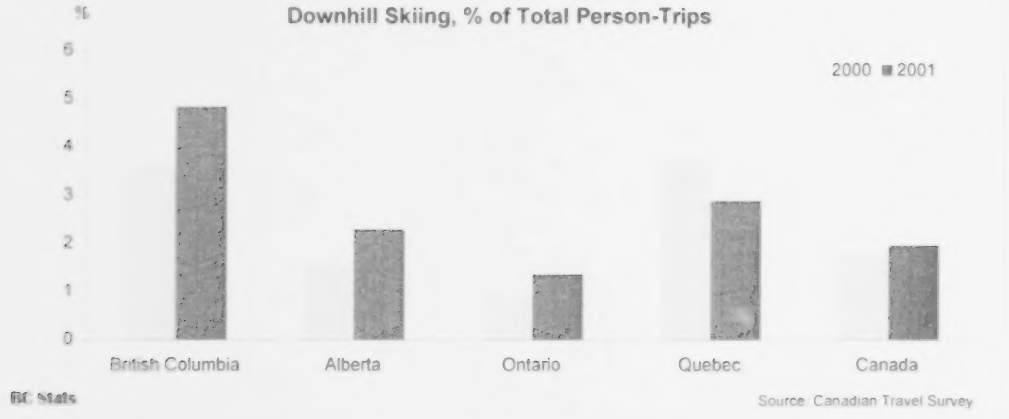
BC Stats Source: Canadian Ski Council

Canadian Travel Survey - Tourist Activity
Downhill Skiing ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**668**	x	**562**	**655**	**590**	**726**
% of total person-trips	***4.4***		***3.5***	***3.9***	***3.6***	***4.8***
Alberta	395	x	368	521	310	394
% of total person-trips	*2.3*		*1.8*	*2.6*	*1.6*	*2.3*
Ontario	531	x	512	529	537	696
% of total person-trips	*1.0*		*0.9*	*0.9*	*0.9*	*1.3*
Quebec	897	x	996	1,103	1,395	861
% of total person-trips	*2.5*		*2.8*	*2.9*	*3.7*	*2.9*
Canada	2,571	x	2,553	2,858	2,935	2,806
% of total person-trips	*1.7*		*1.6*	*1.7*	*1.8*	*1.9*

BC Stats Source: Canadian Travel Survey



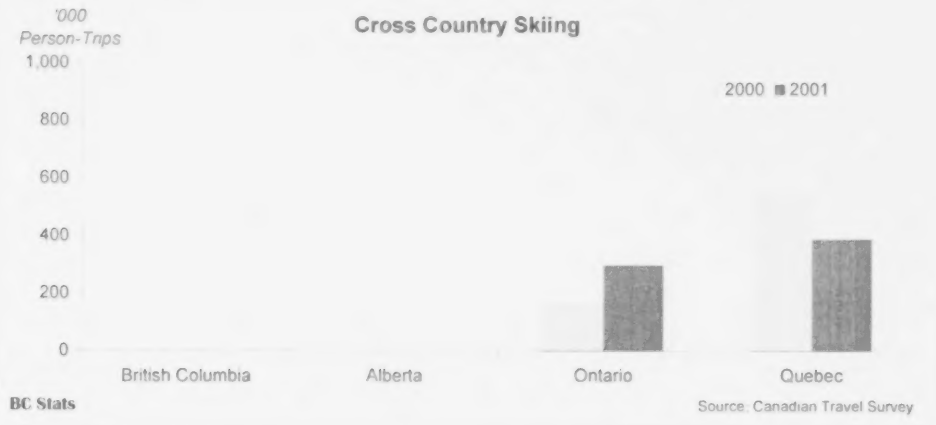


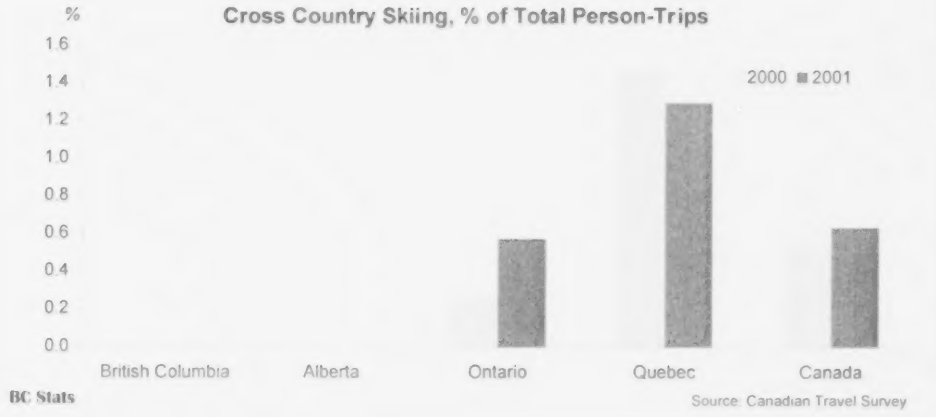
r Confidential Data

Canadian Travel Survey - Tourist Activity
Cross Country Skiing ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	x	x	x	x	x	x
% of total person-trips						
Alberta	x	x	x	x	x	x
% of total person-trips						
Ontario	237	x	209	135	157	296
% of total person-trips	*0.4*		*0.4*	*0.2*	*0.3*	*0.6*
Quebec	383	x	492	331	552	387
% of total person-trips	*1.1*		*1.4*	*0.9*	*1.5*	*1.3*
Canada	876	x	865	673	894	910
% of total person-trips	*0.6*		*0.5*	*0.4*	*0.6*	*0.6*

BC Stats Source: Canadian Travel Survey





x *Confidential Data*

Summary Statistics for Skiing Facilities
Canada ($ Million)

	1997	*1998*	*1999*	*2000*
Total Revenue	538.4	550.7	675.6	685.8
% change		*2.3*	*22.7*	*1.5*
Total Expenses	457.2	455.9	534.8	614.3
Salaries, wages and benefits	131.8	121.5	155.7	201.4
Profit margin	*15.1*	*17.2*	*20.8*	*10.4*

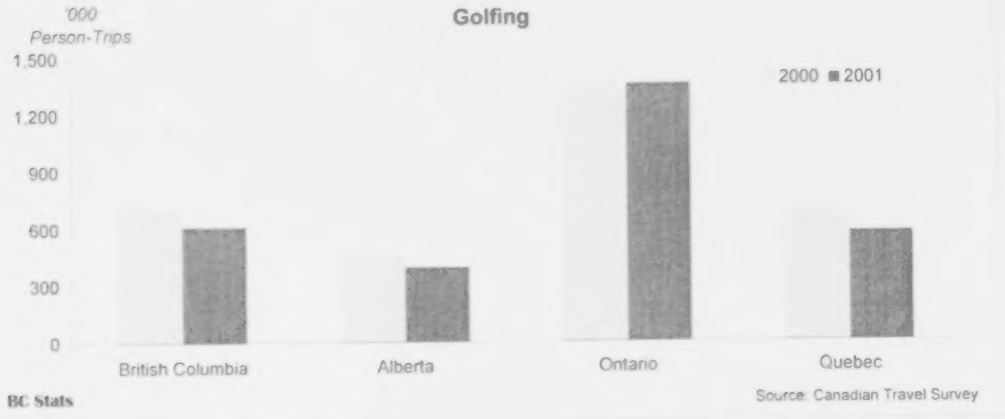
BC Stats Source: Statistics Canada

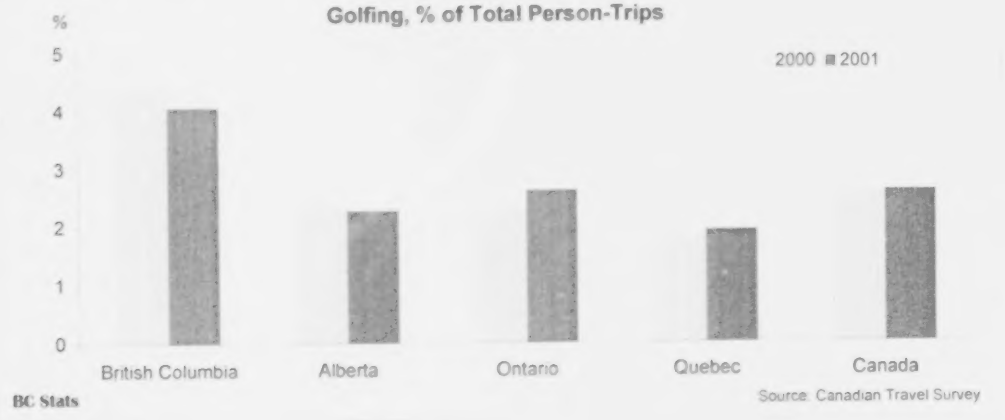
Canadian Travel Survey - Tourist Activity
Golfing ('000 Person-Trips)

	1996	1997	1998	1999	2000	2001
British Columbia	**545**	x	**608**	**664**	**707**	**610**
% of total person-trips	***3.6***		***3.8***	***4.0***	***4.3***	***4.1***
Alberta	398	x	542	555	453	392
% of total person-trips	*2.3*		*2.7*	*2.7*	*2.3*	*2.3*
Ontario	1,133	x	1,349	1,583	1,330	1,353
% of total person-trips	*2.1*		*2.4*	*2.7*	*2.3*	*2.6*
Quebec	522	x	581	713	675	572
% of total person-trips	*1.5*		*1.6*	*1.9*	*1.8*	*1.9*
Canada	3,244	x	3,978	4,332	4,102	3,725
% of total person-trips	*2.2*		*2.5*	*2.6*	*2.5*	*2.6*

BC Stats

Source: Canadian Travel Survey



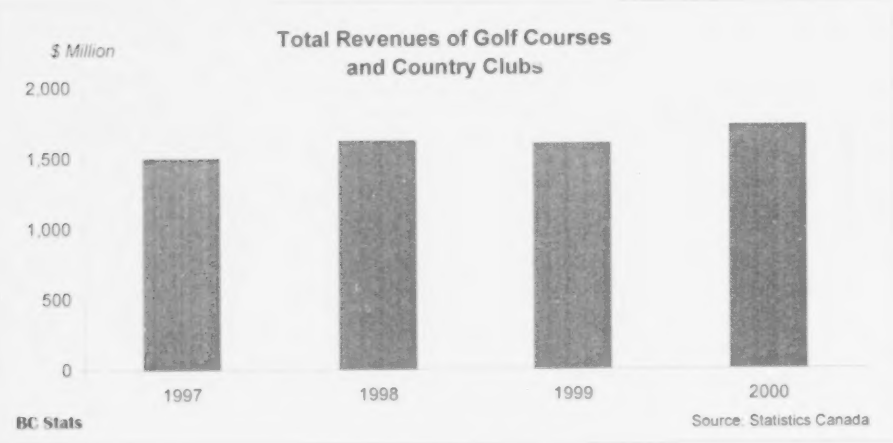


x Confidential Data

Summary Statistics for Golf Courses and Country Clubs
Canada ($ Million)

	1997	*1998*	*1999*	*2000*
Total Revenue	1,502.0	1,625.5	1,607.0	1,729.2
% change		*8.2*	*-1.1*	*7.6*
Total Expenses	1,410.8	1,490.2	1,493.1	1,587.2
Salaries, wages and benefits	517.4	579.5	570.6	617.7
Profit margin	*6.1*	*8.3*	*7.1*	*8.2*

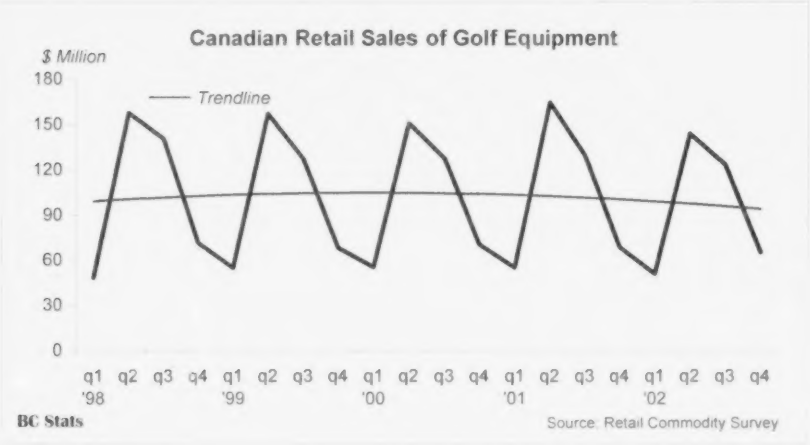
BC Stats Source: Statistics Canada



Canadian Retail Sales of Golf Equipment
($ Million)

Year	Q1	Q2	Q3	Q4	Annual
1998	48.3	157.5	140.5	71.3	417.6
1999	54.8	156.8	127.0	68.1	406.8
2000	55.3	150.5	127.4	70.3	403.5
2001	54.9	164.2	129.2	68.5	416.8
2002	50.9	143.6	123.1	65.1	382.6
Year-Over-Year % change	**Q1**	**Q2**	**Q3**	**Q4**	**Annual**
1999	13.5	-0.4	-9.6	-4.4	-2.6
2000	0.9	-4.0	0.3	3.1	-0.8
2001	-0.7	9.1	1.5	-2.6	3.3
2002	-7.3	-12.6	-4.7	-5.0	-8.2

BC Stats Source: Retail Commodity Survey



Canadian Golf Clubs and Accessories Market
($ Million)

	1999	2000	2001	2002
Est. Retail Sales	475	538	564	574
% change		13.3	4.8	1.8

BC Stats

Source: Trendex Sports Vision